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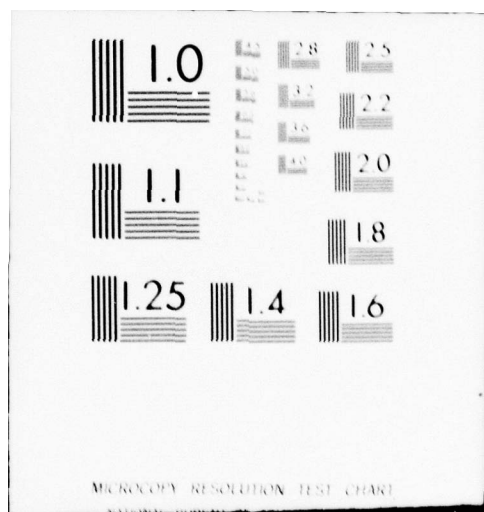
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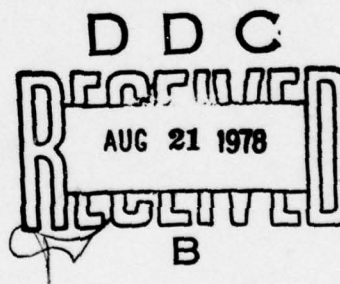
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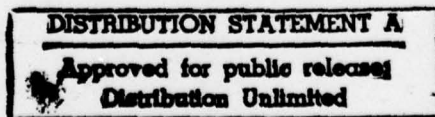
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Manpower Research Report

Attitudes of Youth Toward Military
Service: Results of National
Surveys Conducted in May 1971,
November 1971, and June 1972



REPORT NO. MA 72-2



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19. KEY WORDS (Continue on reverse side if necessary and identify by block number) attitudes of youth All-Volunteer Force enlistment motivation Service Preference employment attitudes		
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attitudes toward the Service that may result from youth's reactions to new programs and events. Such information is vital to the Department of Defense in evaluating policy and planning optimum manpower recruitment and procurement programs.

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Conducted in May 1971,
November 1971, and June 1972 .**

by

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Prepared for the
Office of the Assistant Secretary of Defense
(Manpower and Reserve Affairs)

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CONSULTING REPORT

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This Consulting Report does not necessarily represent
the official opinion or policy of the Department of Defense.

HumRRO Division No. 7 (Social Science)
Alexandria, Virginia 22314
HUMAN RESOURCES RESEARCH ORGANIZATION

Preface

This Consulting Report covers three cross-sectional surveys of civilian youth conducted for the Department of Defense by Gilbert Youth Research, Inc. Interviews and tabulations were performed by Gilbert Youth Research, under the direction of Mr. George Mihaly, President, and Mr. Gideon D. Rathnum, Vice President. The research assistant was Evelyn B. Thaw. Analyses of the tabulations were accomplished by the Human Resources Research Organization (HumRRO) at the request of the Department of Defense.

The report was prepared by Dr. Allan H. Fisher, Jr. of HumRRO Division No. 7 (Social Science), with assistance of Ms. Margi Harford of Division No. 7. Dr. Arthur J. Hoehn is Director of the Division. The preparation of the draft report was conducted under contract to Gilbert Youth Research, Inc. (Work Unit YOUTH SURVEY). Editorial changes and production of the final report were accomplished for the Directorate for Manpower Research in the Office of the Assistant Secretary of Defense (Manpower and Reserve Affairs) under Contract Number DAHC 15-73-C-0131 (Project DATA), Task Order Number 72-12-3.

This report is the third in a series of reports on the attitudes of youth. The first report dealt with the May 1971 survey findings and was entitled, "Attitudes of Youth Toward Military Service: Results of a National Survey Conducted in May 1971," Human Resources Research Organization, October 1971. The second report compared findings from May 1971 with findings from a replication of the survey in November 1971 and was entitled, "Attitudes of Youth Toward Military Service: A Comparison of Results of National Surveys Conducted in May 1971 and November 1971," HumRRO Consulting Report CR-D7-72-16, April 1972. This report extends the concept of periodic evaluation of these attitudes of civilian youth, by providing data to permit a comparison of June 1972 findings with data obtained 6 months previously (November 1971) and approximately one year ago (May 1971).

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**ATTITUDES OF YOUTH
TOWARD MILITARY SERVICE:**

**Results of National Surveys
Conducted in May 1971,
November 1971, and June 1972**

INTRODUCTION

The concept of a continuing, national survey of civilian youth was conceived in early 1971 as an approach to aid in determining the following information about American youth:

- (1) Their potential for voluntary enlistment in the Regular and Reserve forces in a draft-free environment;
- (2) Their factual knowledge and perceptions of the Regular and Reserve forces;
- (3) Their reactions to enlistment incentives, benefits, compensation, and options or conditions of Service; and
- (4) Their enlistment propensity in terms of demographic characteristics, socio-economic background and educational/occupational status, achievements, and interests.

The survey was conceived as part of a systematic effort by the Department of Defense to study the enlistment motivation and attitudes toward employment and education held by American youth. Through a continuing program of research, valuable information can be accumulated on attitudes toward military service and related topics. The commitment to continued research promises to improve the quality of data on these topics, as well as to assure continued availability of data necessary to appraise the reactions of youth to events and program modifications that impact on attitudes toward military service. In an historic sense, accumulative information also provides a perspective of youth's responses to previous events and alternative programs.

This report provides information about the motivations and predispositions of contemporary American civilian youth as elicited in three independent surveys. The surveys, conducted in May 1971, November 1971, and June 1972, encompass a thirteen-month period during which the following major events transpired: (a) draft calls were lowered, (b) the troop level in Vietnam was reduced, and (c) an increase in bombing of North Vietnam occurred. November 1971 interviews were done after the Army initiated an advertising campaign to announce the increased pay allowance to servicemen.¹ June 1972 interviews were done concurrently with the announcement that the Army was offering a new combat arms enlistment bonus.²

¹The Army publicized the pay increase in a campaign with two major announcements on 18 November and 24 November 1971. All interviews in the November 1971 survey were initiated after 18 November, hence all respondents had the opportunity to become aware of the pay increase. Subsequent to the Army announcement, each of the other Services initiated efforts to publicize the fact that all Services received the same pay increase.

²This incentive was reportedly advertised by the Army, but was not publicized by Marine Corps.

Results derive from three nationwide samples of young male civilians, ages 16 through 21, who expressed their opinions and attitudes on a variety of topics through the mechanism of personal interviews. This report compares and contrasts the reactions of youth to key topics and programs of military service in May 1971, November 1971, and June 1972. Interpretations of the findings should be qualified by the fact that the study population excludes a substantial proportion of men in the 16-21 age group—that is, those men who have entered the military service.

Findings from this research provide a continuing vehicle for monitoring the attitudes of youth. Each successive replication of the survey permits the assessment of changes in attitudes toward the Service that may result from youth's reactions to new programs and events. Such information is vital to the Department of Defense in evaluating policy and planning optimum manpower recruitment and procurement programs.

DESCRIPTION OF THE SURVEYS

The surveys were conducted by Gilbert Youth Research, Inc., of New York City. The study samples were each drawn from a national probability sample of youth composed of a master primary sample of resident college students, a master sample of the general population (other than college residents) used to reach youth living at home, and a special high school sample.¹ Gilbert Youth Research employs peer interviewers in conjunction with local supervision to increase the likelihood of valid responses. A systematic program of interview verification is used to insure data quality.

Each of the surveys employed personal interviews conducted with national probability samples of young male civilians, aged 16 through 21. Three independent samples were interviewed, with the May 1971 sample including 2,845 cases, the November 1971 sample including 1,960 cases, and the June 1972 sample including 1,991 cases. To ensure representative populations of civilian youth, no excluding criteria were applied.

The age composition of the three surveys is given below.

AGE COMPOSITION			
Age Category	May 1971	November 1971	June 1972
16-17 years	38.7%	38.6%	39.1%
18-19 years	34.5%	34.4%	33.4%
20-21 years	26.8%	27.1%	27.5%

¹ See *Modern Sampling Doctrine: Master Probability Sample of Young People*. Gilbert Marketing Group, Inc., Marketmath, Inc., 1969. Selected details of the June 1972 survey appear in Appendix A.

Other demographic characteristics of the three surveys are compared below.

MAJOR DEMOGRAPHIC CHARACTERISTICS

	May 1971	November 1971	June 1972
White	91%	93%	92%
Single	94%	93%	93%
In school	69% { 41% HS 28% Coll	67% { 41% HS 26% Coll	66% { 40% HS 26% Coll
Education of parents (father, high school graduate or above)	71%	70%	71%
Middle class (family income \$8,000-\$20,000)	42%	40%	42%
Residents of a metropolitan area	79% { 51% large 28% small	81% { 43% large 38% small	78% { 44% large 34% small

Identical questionnaires were used in the May 1971 and November 1971 interview phases, except for the addition in the November questionnaire of a new item on willingness to join as an officer. In the June 1972 survey, new items were also added to assess the impact of potential enlistment incentives including post-service educational assistance and enlistment bonus options.

Sample responses in each survey were weighted to the national population of civilian youth, by geographic region, and by age within school status.¹

SUMMARY

Career Objectives

In the June 1972 survey, the most important occupational goals for youth were pay (17%) and secure/steady employment (19%). These results agree with the findings of the previous November 1971 and May 1971 surveys. (See Table I-1, p. 6.) In each survey, more non-whites cited pay as an important goal than did whites. (See Table I-2, p. 9.) While pay was cited as equally important in a current job and in a job five years from now, youth gave greater importance five years from now to work which offers security and good retirement benefits. (See Table I-5, p. 11.) This finding held in each of the surveys.

Between May 1971 and June 1972, a trend was noted involving an increasing percentage of youth perceiving that the military service offers a secure/steady job. (See Table I-3, p. 8.) Moreover, a slight increase was noted in the percentage of youth who

¹ See Appendix B for information on the interpretation of data from the most recent survey.

cited the military service as offering a better opportunity to make a lot of money than a job in civilian life. (See Table I-3, p. 8.) In general, the military tended to be cited for providing adventure/excitement or recognition/status (See Table I-3, p. 8); however, these goals held minimal importance to youth as career objectives in each survey (See Table I-1, p. 6).

Attitudes Toward the Military Service

There was evidence of continued improvement in the attitudes of youth toward military service in the June 1972 survey, compared with the November 1971 survey and the May 1971 survey. A smaller percentage reported that personal considerations would deter them from enlisting. (See graph, p. 15.) The percentage that "nothing would induce them to enlist" was much smaller. (See graph, p. 17.)

However, in spite of this improvement, a negative attitude toward military service was still held by almost 60% of American youth—increasingly because military service is perceived as interfering with their personal freedom or life style. (See Table II-1, p. 16.)

The All-Volunteer Force

In the three surveys, American youth overwhelmingly endorsed the concept of an all-volunteer military service. For an assumed peacetime condition, over 80% would prefer this approach to military service. Conversely, less than 15% would prefer the present draft system during peacetime. (See Table VII-1, p. 115.)

Service Preference

In the June 1972 survey, the Air Force (34%) and the Navy (25%) were nominated as the best overall Services. (See Section III, p. 38.) The Army, Marine Corps, and Coast Guard were selected by 6%-10% each, in the same range noted in both the May 1971 and November 1971 surveys.

However, among only those men who expect to enlist for active service as a Regular, the Air Force (28%) no longer remains the preferred or expected branch as noted in earlier surveys. Instead, the Navy draws more support (35%) in the June 1972 survey. The extent of preference for the Army (19%), the Marine Corps (13%), and Coast Guard (5%) is about the same as in the 1971 surveys. (See Section IV, p. 63.) The trend in increased Navy preference over time is consistent across the three surveys.

Among only those men who say they would enlist if there were no draft, the Navy (30%) was again the preferred Service in June 1972, and the Air Force (24%) was second most preferred as found in November 1971. (See Section IV, p. 64.)

The image of the Services in the total youth sample does not appear to have changed substantially from November 1971 to June 1972. (Compare Tables III-2, p. 26 and III-3, p. 27.) However, there has been some decrease in the favorable image attributed to the Air Force, with compensatory increases in Navy and Army images.

Enlistment Incentives

For the total samples, a fully paid college education was the most popular potential enlistment incentive in each survey. (See Table IV-27, p. 71.) However, almost equivalent endorsement was found in the June 1972 survey for a plan paying \$200 per month to a veteran to attend up to 4 years of college or technical/vocational training (Table IV-27, p. 71). One-third of the sample endorsed this concept, while 20% endorsed the idea of a \$1,000 enlistment bonus, and 22% endorsed the concept of a bonus up to \$3,000 for enlisting with a critical skill.

The bonus enlistment options are seen as differentially attractive to youth from lower income families. (Table IV-29, p. 77.) While strongly related to willingness to enlist, the bonus options lack endorsement as the "best incentives to enlistment." (Table IV-31, p. 81.)

Current reasons for enlisting endorsed by the total samples in each survey include (a) choice of branch of service, (2) travel, excitement, and new experiences, (c) learning a skill or trade valuable in civilian life, and (d) the opportunity for advanced education and training. (See Table IV-30, p. 79.)

Enlisted Potential

In both the June 1972 survey and the November 1971 survey, 15% of youth said that they would enlist for active service as a Regular, given the present (draft) conditions. This compares with 13% in the May 1971 survey. (See Section IV, p. 41.)

Given an assumed no draft condition, 15% also said they would enlist as a Regular in the June 1972 survey. This figure compares with 12% in the November 1971 survey, and 11% in the May 1971 survey. (See Section IV, p. 42.) However, only 4%-5% expected to enlist in the next year, in each survey. (See Table IV-8, p. 48.)

Each survey revealed consistent substantial differences in enlistment potential by educational status. In each survey, the enlistment potential among high school students was about 20%. Conversely, the enlistment potential for college students was 5%-6% in each survey. The enlistment potential for youth no longer in school was 12% in June 1972, compared with 7% in the November 1971 survey and 5% in the May 1971 survey. (See Table IV-6, p. 46 for June 1972 results.) This trend in increased enlistment potential among non-students is noteworthy.

Officer Potential

In both the June 1972 survey and the November 1971 survey, college juniors and seniors only were asked to indicate the likelihood of their enlistment as a regular officer (assuming no draft). Approximately 13% indicated that they would volunteer as an officer in the active service in November, and 11% said they would volunteer in the June 1972 survey. (See Table V-1, p. 87.)

Reserve or National Guard Potential

In both the June 1972 survey and the November 1971 survey, approximately 20% of each sample indicated that they might join the Reserve/National Guard (assuming a continued draft). In the May 1971 survey, some 28% claimed they might join under this condition. (See Section VI, p. 92.) However, only 10%-11% in each survey said they would join, assuming no draft. (See Section VI, p. 92.) In each survey, more non-whites than whites said they would join the Reserve or National Guard, in a no-draft environment. (See Table VI-3, p. 95 for June 1972 data.)

Educational benefits and training in skills applicable to civilian life were major inducements to affiliation in each survey, as was draft avoidance which is decreasing in importance. (See Table VI-8, p. 100.) Together with increased educational benefits, a shorter period of initial active duty training was a strong potential incentive to affiliation, under both draft conditions and assumed no-draft conditions. (See Tables VI-10, p. 102 and VI-11, p. 103.) A minor increase in the endorsement of full-time insurance coverage as an incentive is noted over time. (See Table VI-13, p. 105.) Particularly strong endorsement was noted for two new potential enlistment bonus options in the June 1972 survey. (See Tables VI-14, p. 107; VI-15, p. 108; and VI-16, p. 109.)

Media Influence

In each survey, the majority of youth reported exposure to military recruiting information through such media as television, posters, and magazines/newspapers. Evidence of a continued decline in radio and TV exposure was noted. (See Table VIII-5, p. 125.)

In spite of the slight decline in exposure noted, television still continues to represent the most influential of these media by virtue of mass exposure (73% exposed to TV, in the June 1972 survey). However, only 60% of those reporting TV exposure regard the information about military opportunities obtained from TV to be adequate. (See Table VIII-9, p. 129.)

Recruiter Influence

In each survey, youth attributed considerable enlistment influence to the recruiter in person. In spite of a trend toward increased recruiter exposure, the recruiter did not enjoy the mass exposure of TV, with only 33% of youth reporting personal contact with a recruiter in the June 1972 survey. However, the information provided by the recruiter was reported to be adequate by 75% of those in contact. (See Table VIII-9, p. 129.) For this reason, the recruiter emerged as one of the most effective forces in influencing an enlistment decision. (See Table VIII-10, p. 130.)

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Results in Detail

I. Career Goals and Their Fulfillment

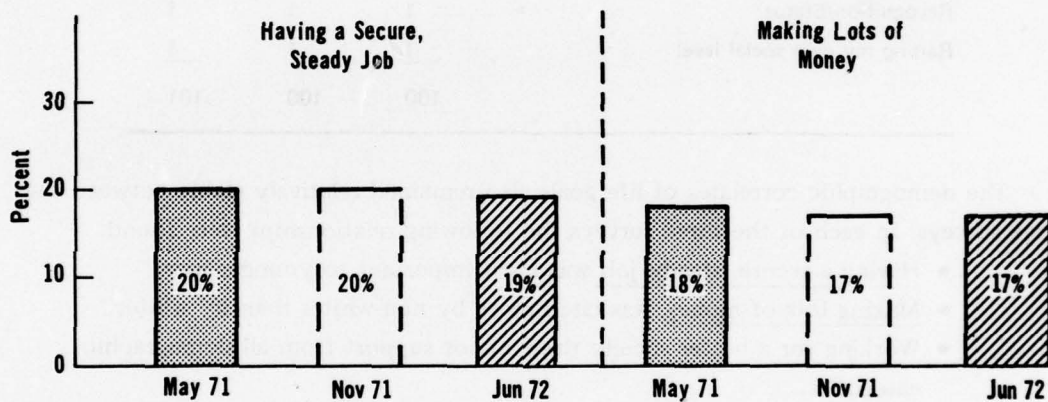
Each of the three youth surveys indicate that youth attaches major importance to the achievement of career goals such as secure/steady work, and financial reward. Interest in pay is expressed both in terms of a present job, and in the type of work desired five years hence. In contrast, interest in stable employment is perceived as becoming increasingly important to youth five years from now but less important at present.

A substantial percentage of youth believe that secure/steady work can be obtained in the military service, and the extent of this opinion increased from the May 1971 to June 1972 surveys. In each of the surveys, good pay was not perceived as more attainable in the military service than it is in civilian life. However, on this global question, the narrowing gap between military and civilian pay opportunities was reflected in differential responses to surveys conducted in June 1972 compared to November 1971. In general, a higher percentage of youth in the June 1972 survey endorsed the opportunity to attain various career goals in the military service than was noted in the previous two 1971 surveys.

CAREER GOALS OF YOUTH

In each survey, respondents were provided with a list of statements about aims in life, and were asked to indicate the three statements they considered most important. In each survey, having a secure, steady job emerged as the most important goal in an absolute sense. Also ranked high by many respondents was the attainment of financial success—that is, making lots of money. No other life goal was ranked first by as many as 15% of the respondents.

Most Important Life Aims



The percent of respondents who selected each goal as most important in each survey is reported in Table I-1 for comparison.

There were few changes of any consequence in youth goals between the three surveys. With youthful unemployment a current topic, greater interest in stable, secure work might have been anticipated but there was no evidence of an increase in the importance of this goal. Further, even with the publicity accorded inflation, there was negligible change in the importance accorded income by the various samples. The only change of more than 2% occurred on the item working for a better society, where 14% endorsed the item in May 1971 and only 11% endorsed the item in November 1971 and in June 1972. An increase of 2% is noted on the item being able to do what I want in a job, from 11% in May 1971 to 13% in November 1971. This level (13%) was maintained in the June 1972 survey. A possible upward trend is noted on the item, doing challenging work.

Table I-1

Statements of Aims in Life	Most Important of Life Aims		
	Percent First Rank		
	May 71	Nov 71	June 72
Having a secure, steady job	20	20	19
Making lots of money	18	17	17
Working for a better society	14	11	11
Learning as much as I can	12	12	12
Being able to do what I want in a job	11	13	13
Helping other people	11	11	12
Doing challenging work	7	8	9
Adventure/Excitement	5	7	6
Recognition/Status	1	1	1
Raising my own social level	1	1	1
	100	100	101

The demographic correlates of life goals also remained relatively stable between the three surveys. In each of the three surveys the following relationships were found.

- Having a secure, steady job was most important to younger men.
- Making lots of money was cited more by non-whites than by whites.
- Working for a better society drew minor support from all demographic categories.
- Being able to do what I want to do in a job was endorsed more by college students than by high school students or non-students. This goal was also cited more frequently by residents of the West than by residents of other geographic areas.
- Doing challenging work and adventure/excitement were more preferred goals for whites than for non-whites, although the percentage differences were minor.

Table I-2 presents demographic correlates for selected life goals, with results based on the most recent (June 1972) survey.¹

¹ For comparison with May 1971 results, see the table on page I-5 of the initial report in this series. For comparison with November 1971 see the table on page 15 of second report (CR-D7-72-16) in this series.

Table I-2

June 1972 Data

Correlates of Most Important Life Goals**(Selected Life Goals Only)**

"Please look at this card of statements and tell me the three most important statements which describe your aim in life, the first most important, the second most important, and the third most important."

	Percent Choosing As Most Important						
	Having a Secure, Steady Job	Making Lots of Money	Working for a Better Society	Learning as Much as I Can	Being Able to Do What I Want	Doing Challenging Work	Adventure/ Excitement
Total (16-21)	19	17	11	12	13	9	6
Age							
16-17 years	19	21	11	11	11	7	8
18-19 years	20	15	9	11	14	10	5
20-21 years	16	12	15	12	13	10	4
Race							
White	19	16	11	11	13	9	6
Non-White	17	26	15	14	7	4	2
Education Status							
HS Student	20	21	9	12	12	7	6
College Student	15	10	13	11	16	13	4
Non-Student	20	16	13	11	12	8	6
City Size							
Large Metropolitan	18	16	11	12	12	10	5
Small Metropolitan	18	18	12	12	11	7	6
Non-Metropolitan	21	15	11	10	16	9	7
Geographic Area							
Northeast	17	17	12	11	13	9	8
North Central	19	14	10	13	12	11	5
South	20	19	11	10	12	7	6
West	17	16	13	14	14	8	4

ACCOMPLISHMENT OF CAREER GOALS IN THE MILITARY SERVICE

After each respondent's career goals were recorded, he was asked to specify whether he thought each goal could be better achieved in the military service or in civilian life. Table I-3 reports the percent who thought the military service offered the better opportunity to achieve each goal. Results are given for each of the three survey administrations. In general, it is interesting to note that the percent endorsing the opportunity to attain career goals in the military increased on each career goal in the June 1972 sample, compared to the November 1971 sample.

Table I-3

Potential for Achieving Career Goals in the Military Service

Career Goals	Percent Expecting Better Achievement in Military		
	May 71	Nov 71	June 72
Having a secure, steady job	35	42	46
Making lots of money	4	4	6
Working for a better society	13	11	15
Learning as much as I can	17	19	23
Being able to do what I want in a job	4	4	5
Helping other people	18	22	26
Doing challenging work	22	25	30
Adventure/Excitement	39	42	44
Recognition/Status	37	35	37
Raising my own social level	10	10	12

In each survey, the single most important goal, having a secure, steady job, was highly endorsed as possible to achieve in the military service. The rate of endorsement of this goal has increased in each successive administration of the survey.

Another major life goal, making lots of money, is still not seen as attainable in the Service. In May 1971 and November 1971 only 4% said that this goal could be better accomplished in the military; in June 1972, this opinion was voiced by 6%. In mid-November 1971, the Army initiated a major advertising campaign to announce the military pay increase. Subsequent announcements of the pay increase were made by the other services. In June, 1972, the combat arms enlistment bonus was announced. These data suggest that these monetary incentives have thus far had little effect in altering the attitudes of civilian youth about pay opportunities in the Service. However, it should be recalled that men who have joined the Service are not included in these

surveys, hence the total effect of the pay announcement cannot be evaluated solely from the results of surveys of civilian youth. Moreover, the concept of making lots of money may be an extreme case of monetary reward, and not necessarily compatible with the "social equity" concept of military compensation. Another possible reason for limited improvement in military pay image may be a simple lack of awareness of the increase on the part of civilian youth.

Adventure/excitement remain goals that youth believe could be achieved in the service, as are recognition/status. Unfortunately, as previously noted, none of these goals received much endorsement for importance.

There were demographic variations in the rate of endorsement of the military service as offering the opportunity for accomplishment of career goals. Selected for analyses are the goals of (a) stable/steady employment, (b) pay, and (c) adventure/excitement. Results for the June 1972 survey are given in Table I-4.¹

Between May 1971 and June 1972, an increase of 11% was noted in those who felt that the most important life goal, a secure, steady job, could be better achieved in the Service. An increase of 4% was noted between November 1971 and June 1972. This goal was believed attainable in the Service by college students more than by high school students or youth out of school. There was little change in the college student rate from November 1971 and June 1972, but both the high school and the non-student groups contributed to the overall 4% increase in endorsement observed between November 1971 and June 1972. In each survey, whites were more likely than non-whites to believe that a secure, steady job could be attained in Service. However, the difference was negligible in June 1972.

Another major life goal, making lots of money, was not seen as attainable in the Service. In June 1972, only 6% thought this goal could be best attained in the Service. In both the May 1971 and the November 1971 surveys, only 4% believed this goal could be better accomplished in the military. However, non-whites tend to consider it possible more than do whites, a result that is consistent with the racial difference in support of this career goal. This race difference in endorsement was also noted in the May 1971 survey and the November 1971 survey.

In each survey, adventure/excitement was most cited by 16-17 years old and high school students as attainable in the military. The high rate among non-whites in June 1972 is not consistent with the results of the November 1971 survey, although a similar response differential with higher endorsement among non-whites was noted in the May 1971 survey.

¹ For May 1971 results, see the table on page I-8 of the initial report in this series. For November 1971 results, see the table on page 18 of the second report (CR-D7-72-16) of this series.

Table 1-4

June 1972 Data

**Probability of
Achieving Career Goals in the Military Service
(Selected Career Goals)**

"Where do you think you would be better off for achieving
these life or career goals . . . in the military service or in civilian
life?"

	Percent Expecting Better Achievement in Military		
	Secure, Steady Job ^a	Making Lots of Money ^a	Adventure/ Excitement
Total (16-21)	46	6	44
Age			
16-17 years	48	8	55
18-19 years	44	5	38
20-21 years	45	3	34
Race			
White	46	5	42
Non-White	45	14	59
Education Status			
HS Student	45	7	54
College Student	49	2	32
Non-Student	45	8	41
City Size			
Large Metropolitan	43	3	40
Small Metropolitan	44	7	45
Non-Metropolitan	54	8	48
Geographic Area			
Northeast	44	8	40
North Central	49	4	44
South	41	6	45
West	51	4	46

^aMost important career goals.

LONG-TERM GOALS VERSUS IMMEDIATE GOALS

In each survey, money and secure, steady employment emerged as important, immediate career goals of youth. It is interesting to note the shifts in career motivations anticipated by contemporary American youth when these goals are appraised for future importance.

Each respondent was asked what type of work most interests him at present, and the type of work he thought would most interest him five years from now. Table I-5 reports the results and the anticipated shifts in work preference for the June 1972 survey.*

Table I-5

June 1972 Data

Most Interesting Work: Now and Five Years Hence

Type of Work	Percent Interested		
	Now	In 5 Years	Difference
Work that offers me security and good retirement benefits	7	23	+16
Work that gives me a chance to be my own boss	12	16	+4
Work that takes care of all my needs	16	18	+2
Work that assures me a good income (pay)	19	20	+1
Work that allows me freedom of movement from place to place	12	8	-4
Work that offers adventure/excitement	14	7	-7
Work that allows me to be outdoors	18	5	-13
Some other type of work	3	3	0
	100	100	

In each survey, good income (pay) was regarded as possessing essentially equivalent importance now and five years from now.

In the June 1972 survey, work offering security and good retirement benefits was judged to be far less "interesting" now compared to five years hence. This result also appeared in both the May 1971 and November 1971 surveys. These consistent findings are noteworthy, since steady, secure employment is not only judged important by youth, but also is perceived as attainable in the military service as well. While these themes may lack immediate relevance to a potential enlistee, the extent of implicit support is interesting.

The anticipated decline over time in interest in work offering adventure/excitement is noteworthy, since these are job characteristics viewed as attainable in the military service. Thus, the career motivations of recruitment appeals emphasizing these themes would seem limited, although such themes might possess immediate relevance to a potential enlistee.

*For May 1971 results, see the table on page I-9 of the initial report in this series. For November 1971 results, see the table on page 19 of the second report (CR-D7-72-16) in the series.

SUMMARY

It is interesting to compare and contrast the demographic characteristics related to life and career goals, and to opportunity for achievement of these goals in the military service.

In general, the younger respondents and whites were more interested in secure, steady employment than were non-whites and older respondents. In each survey, the younger respondents and whites were more likely to claim that this goal could be achieved in the service than were the other segments of the youth population.

In general, non-whites were more likely to cite pay as a career goal, and also to claim that the opportunity to realize pay could be better achieved in the military service.

However, while whites were more likely to cite adventure/excitement as a career goal, non-whites in both the May 1971 and November 1971 surveys were more likely to claim that these goals could be better achieved in military service than in civilian life.

II. Global Assessment of Military Service

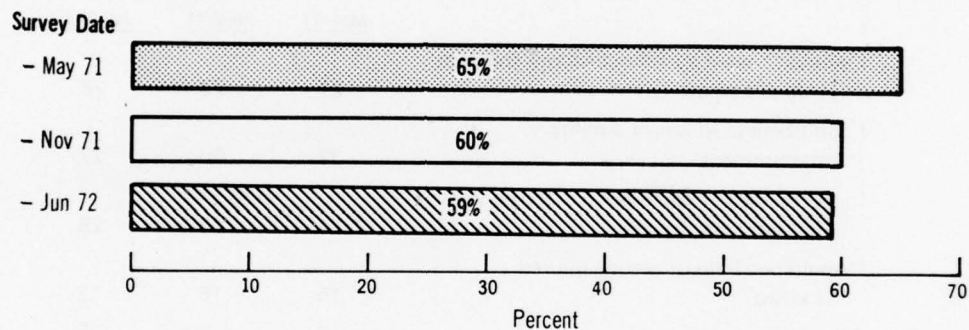
A variety of items queried the attitudes of American youth toward military service in general. Acceptance of the military was couched in terms of incentives for enlistment, and deterrents to enlistment. Although more than half of each sample reported that personal considerations deterred them from entering military service, there was some noticeable improvement in attitudes toward military service in the June 1972 survey compared with the November 1971 survey and the May 1971 survey.

Also noted was an increase in the desire of youth for personal freedom and expression of their own life styles.

EXTENT TO WHICH PERSONAL CONSIDERATIONS DETER ENLISTMENT IN THE ACTIVE FORCE

In each survey, each respondent was asked whether he had any personal considerations which would strongly deter him from voluntarily enlisting. Results are shown below for the three surveys.

Percent Deterred From Enlistment by Personal Considerations



Youth were somewhat less negative about enlistment in June 1972 and November 1971 than they were in May 1971. This finding is not altogether surprising, since U.S. involvement in Vietnam decreased over this period, and draft calls were quite low.

In spite of a favorable shift in attitude, it is important to recognize that the majority of American youth still feel deterred from enlistment. Reasons for this deterrence are explored subsequently.

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REASONS FOR DETERRENCE

The previous page reports that the majority of each sample stated personal considerations would strongly deter their enlistment. In each survey, these respondents were then asked to indicate which of several statements best described their reason for not joining a military service. Results for the three surveys appear in Table II-1.

Table II-1

	Percent Giving Reason		
	May 71	Nov 71	June 72
I wouldn't want to relinquish my freedom to do as I please	21	23	28
I don't believe in war or a military establishment	32	30	27
In the military, I could not live the style of life I want for myself	24	23	28
I would be afraid of getting injured or killed	15	16	12
All other reasons	8	8	5
	100	100	100

In the June 1972 survey, resistance to military service and war decreased, relative to the increased emphasis accorded considerations of personal freedom and life style. Also, youth were less likely to report fear of death or injury (or other reasons) as deterrents to enlistment in June 1972, relative to the two previous surveys.

In both of the previous (1971) surveys, the principal reason cited for not enlisting was antagonism toward war or the military establishment. However, in the May 1971 and November 1971 surveys, there was also a strong theme of individualism—that is, these youth were reluctant to surrender their freedom or way of life. The major change noted in the past 6 months is the increase in concern for personal freedom, and the decrease in resistance to war or to the military service per se.

WILLINGNESS TO STIPULATE INDUCEMENTS TO ENLISTMENT

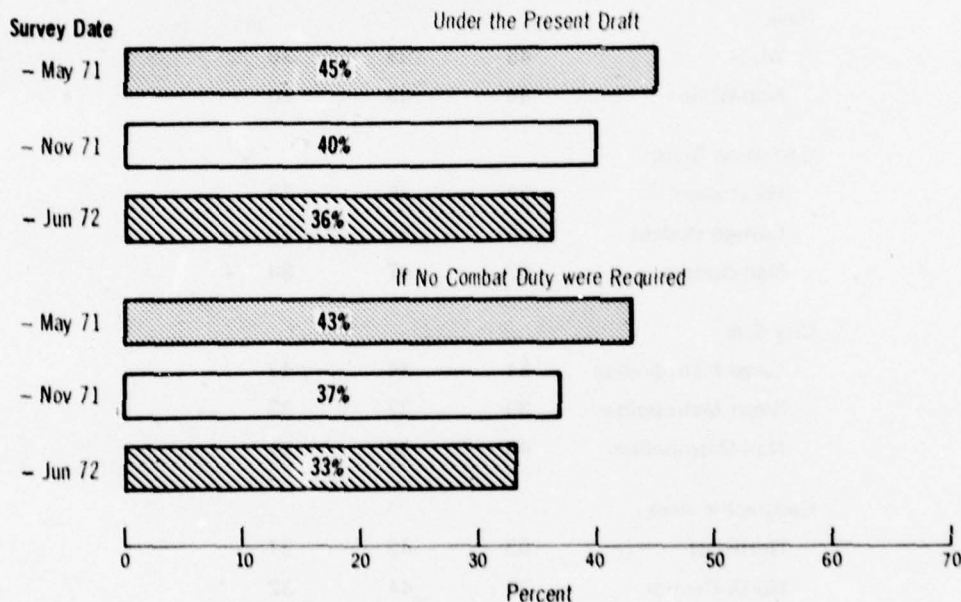
There was an appreciable, favorable shift from May 1971 to June 1972 in the attitudes of youth toward enlistment in military service.

In each survey, respondents were asked to state, in their own words, what inducements would cause them to enlist—

- Under the present draft status¹ (assuming the draft law is extended), and
- If they did not have to serve in a combat area.

Below are shown the rates of mention of the most frequent answer to each question—that “nothing” would induce the respondent to enlist.

Percent Who State That Nothing Would Induce Them to Enlist



Only approximately one-third of the June 1972 sample claim that there are no incentives which would induce them to enlist. Demographic correlates of the negative response are given in Table II-2 and II-3.

¹The draft was in effect at the time of the interviews.

Table II-2

**Statement That Nothing Would Serve as an
Inducement to Enlistment
(Assuming a Draft)**

"What, if anything, would induce you to enlist in the military service under present draft status (assuming the draft law is extended)?"

	Percent Answering "Nothing"		
	May 71	Nov. 71	June 72
Total (16-21)	45	40	36
Age			
16-17 years	38	34	31
18-19 years	49	41	38
20-21 years	51	46	42
Race			
White	45	39	36
Non-White	44	49	36
Education Status			
HS student	37	36	33
College student	45	37	39
Non-student	57	47	39
City Size			
Large Metropolitan	51	44	42
Small Metropolitan	39	37	33
Non-Metropolitan	40	36	31
Geographic Area			
Northeast	63	43	37
North Central	38	44	32
South	44	37	39
West	36	38	39

Table II-3

**Statement That Nothing Would Serve as an
Inducement to Enlistment
(Assuming No Combat Area Exposure)**

"What, if anything, would induce you to enlist if you
did not have to serve in a combat area?"

	Percent Answering "Nothing"		
	May 71	Nov. 71	June 72
Total (16-21)	43	37	33
Age			
16-17 years	34	30	26
18-19 years	46	39	36
20-21 years	51	42	38
Race			
White	42	36	33
Non-White	47	40	30
Education Status			
HS student	32	31	28
College student	43	35	36
Non-student	56	44	37
City Size			
Large Metropolitan	50	41	36
Small Metropolitan	36	35	32
Non-Metropolitan	34	29	27
Geographic Area			
Northeast	60	39	34
North Central	39	40	29
South	37	30	34
West	36	29	35

In both surveys, resistance to enlistment was noted among members of certain youth subgroups. The following relationships are noted under both inducement conditions (draft/no combat).

In terms of age, there is more negative reaction among the older group (20-21 years), and less among the young (16-17 years).

In terms of current educational status, non-students were more negative toward military service than were college students. The most favorable response came from high school students.

Youth residing in large metropolitan areas were more negative toward enlistment.

In contrast with the November 1971 survey, results of the June 1972 survey indicated:

In terms of race, non-whites were no more negative toward military service than were whites.

Residents of the North Central region were less negative toward military service than residents of other areas.

In terms of shift in favorableness toward the military, the major differences are noted among the non-whites and the non-student groups—with each group becoming more favorable. However, in spite of these shifts, the high school student group and 16-17 year-olds remain the most favorable toward military service, and these important segments of the youth population each showed a shift in favorable attitudes toward the military service in the 6 month interval from November 1971 to June 1972.

It is important to note that positive shifts in the attitude of youth toward military service need not necessarily reflect concomitant shifts in the behavior of increased enlistment potential. The reader may compare the previous findings to the rate of enlistment propensity under present conditions in Section IV, where no increase was found in the rate of anticipated enlistment under present conditions in the June 1972 data. Also, the previous attitudinal findings may be compared to the following information on attitudes toward inducements to enlistment in a combat branch, where a slight increase in negative attitudes was found in June 1972 compared to November 1971.

ACCEPTANCE OF SPECIFIED INDUCEMENTS TO ENLISTMENT IN A COMBAT BRANCH

A special case of enlistment involves the recruitment of men for service in combat branches (e.g., the infantry or armored, artillery, signal, or engineer corps). In each survey, respondents were presented a comprehensive list of active duty enlistment incentives and were asked which inducement would be most likely to cause enlistment in a combat-type branch of service. To this question, 39% of the June 1972 survey answered, "None"—that is, none of the alternative inducements would cause these young men to enlist. In the November 1971 survey, 37% said, "None". The rate in May 1971 was 45%.

In each survey, negative responses were most often given by whites, by older respondents, and by college students or non-students. In terms of residence, youth living in large metropolitan areas were most negative. While the increase in negative response among Northeastern youth from November 1971 to June 1972 is noticeable, there was less negativism reported by residents of the Northeast geographical region in both the June 1972 and the November 1971 samples than in May 1971. Demographic data from each survey appear in Table II-4.

Table II-4

**Acceptance of Specified Inducements to
Enlistment in a Combat Branch**

"And which one incentive would *most* likely induce
you to enlist in a combat type branch of the service, such
as Armored, Artillery, Signal or Engineer Corps or the
Infantry?"

	Percent Answering "None of these"		
	May 71	Nov. 71	June 72
Total (16-21)	45	37	39
Age			
16-17 years	31	25	28
18-19 years	52	42	45
20-21 years	55	48	47
Race			
White	46	37	39
Non-White	33	35	34
Education Status			
HS student	33	26	29
College student	54	45	53
Non-student	52	45	40
City Size			
Large Metropolitan	51	40	42
Small Metropolitan	38	36	38
Non-Metropolitan	36	33	33
Geographic Area			
Northeast	71	41	47
North Central	40	38	38
South	34	31	31
West	35	40	41

III. Image: An Approach to Measuring Youth Acceptance and Assessment of Each of the Armed Forces

The image of the various branches was probed in a comprehensive series of questions. The various services have definitive characteristics in the opinion of American youth. The Air Force and Navy are most favorably perceived. The Army was accorded less favorable citation, and was selected as best overall at about the same rate as the Marine Corps and Coast Guard. There do not appear to have been substantial changes in the image of the various services between May 1971, November 1971, and June 1972. *However, there is some evidence of a more favorable attitude in the total sample toward the Navy and toward the Army, with a compensatory reduction noted in the image of the Air Force.* These shifts are reflected in the global appraisal of the various services by the total samples of civilian youth over time.

SERVICE IMAGE: PERSONNEL POLICIES/BENEFITS

Each youth sample was asked to evaluate the Army, Navy, Air Force, Marine Corps, and Coast Guard in terms of which was best described by each of several statements ("image"). Factors presented to each respondent for his selection were the following:

Statements Presented for Service Attribution

- Best pay
- Best chance to prove oneself a man
- Best living conditions for families of servicemen
- Best chance to get ahead in a career
- Best chance to learn new and useful skills
- Best chance to use one's skills and abilities
- Most opportunity for travel in foreign countries
- Most attractive uniform
- Most exciting life

In the May 1971 survey, the Air Force was cited for best pay, family living conditions, chance to get ahead in a career, and chance to learn new and useful skills. The Navy was cited as offering the most opportunity for foreign travel and the most exciting life. The Marine Corps offered the best chance to prove oneself a man, and the most attractive uniform. The Army was not cited as "best described" by any of these statements. The highest rate of Army citation occurred for the statement best chance to use one's skills or abilities (15%); however, more respondents selected the Air Force (24%) and Navy (20%) on this characteristic. Table III-1 summarizes results for the May 1971 survey.

At the approximate time of the November 1971 survey, the Army initiated an extensive campaign to publicize the military pay increase. It is interesting to evaluate the reaction of civilian youth to the item on "best pay" when it was again asked in November 1971. Responses to the pay item and the other items appear in Table III-2.

The major finding in comparing May 1971 and November 1971 results is the extreme consistency of service image. In the November 1971 replication, the Air Force was again most cited for providing the best family living conditions, chance to get ahead in a career, and chance to learn new and useful skills. The Navy was again most cited as offering the most opportunity for foreign travel. The Marine Corps was again cited as offering the best chance to prove oneself a man, and for having the most attractive uniform. The Army was not cited as "best described" by any of these statements. Even the best pay item was most attributed to the Air Force (34%), not to the Army which had recently begun to advertise this theme (9%). However, Army mention did increase slightly from May 1971. These results may be compared to data from the June 1972 survey, presented in Table III-3.

Table III-1

May 1971 Data

Service Image: Personnel Benefits

Percent Choosing Service "Best Described" by Statement

<u>Statement</u>	<u>Army</u>	<u>Navy</u>	<u>Air Force</u>	<u>Marine Corps</u>	<u>Coast Guard</u>	<u>No Difference</u>
Best pay	5	11	33	7	2	42
Best chance to prove oneself a man	12	4	5	52	1	26
Best living conditions for families of servicemen	7	18	39	2	8	26
Best chance to get ahead in a career	10	19	38	4	2	27
Best chance to learn new and useful skills	13	23	32	3	2	27
Best chance to use one's skills and abilities	15	20	24	7	2	31
Most opportunity for travel in foreign countries	12	52	16	3	1	17
Most attractive uniform	3	22	14	28	3	30
Most exciting life	6	29	20	13	3	30

Table III-2

November 1971 Data

Service Image: Personnel Benefits

Percent Choosing Service "Best Described" by Statement

<u>Statement</u>	<u>Army</u>	<u>Navy</u>	<u>Air Force</u>	<u>Marine Corps</u>	<u>Coast Guard</u>	<u>No Difference</u>
Best pay	9	10	34	8	3	36
Best chance to prove oneself a man	10	4	8	55	1	23
Best living conditions for families of servicemen	9	16	40	3	9	24
Best chance to get ahead in a career	11	16	44	3	3	22
Best chance to learn new and useful skills	12	17	39	4	3	25
Best chance to use one's skills and abilities	13	16	32	7	2	30
Most opportunity for travel in foreign countries	14	48	18	4	1	14
Most attractive uniform	4	20	17	30	3	26
Most exciting life	6	24	25	13	3	29

Table III-3

June 1972 Data

Service Image: Personnel Benefits

Percent Choosing Service "Best Described" by Statement

Statement	Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Best pay	9	13	31	8	3	36
Best chance to prove oneself a man	11	5	8	51	1	24
Best living conditions for families of servicemen	11	18	38	3	8	23
Best chance to get ahead in a career	15	19	36	5	2	22
Best chance to learn new and useful skills	17	19	33	5	2	25
Best chance to use one's skills and abilities	16	17	26	8	3	30
Most opportunity for travel in foreign countries	13	46	20	4	1	16
Most attractive uniform	4	22	15	29	3	27
Most exciting life	6	27	23	13	4	27

The June 1972 survey yielded further evidence of the consistency of service image. As in the June 1972 survey, the Air Force was again cited for best pay, family living conditions, chance to get ahead in a career, chance to learn new and useful skills, and chance to use one's skills and abilities. The Navy was again cited as offering the most opportunity for foreign travel and the most exciting life. The Marine Corps offered the best chance to prove oneself a man, and the most attractive uniform.

The Army maintained its improved ranking as best for pay from November 1971. In general, the image of the Army and the Navy both improved slightly from November 1971 to June 1972, while the Air Force appears to have sustained a slight decline in the favorable image which it enjoys on several of these attributes.

SERVICE IMAGE: HISTORY/RESPECT

In each survey, respondents were also asked to evaluate the armed services in terms of six additional characteristics:

Statements Provided for Service Attribution

- Tradition
- Prestige
- Glamor
- Having the best Commanding Officers
- Having the most capable men
- Most respected in the public eye

In the May 1971 survey, the Marine Corps was endorsed as the Service highest in tradition and prestige, and cited for having the most capable men. It was also selected as most respected in the public eye. The Air Force was equally selected with the Marine Corps as possessing glamor. While there was considerable "no difference" reaction to the statement about the highest caliber of Commanding Officers, the Marine Corps and Navy were most cited for this capability. The Army was not cited as "highest" on any of these characteristics. Table III-4 summarizes results for the May 1971 survey.

Another indication of the relative stability of service image is provided by comparison of the responses in the June 1972 survey and the November 1971 survey to the above image from the May 1971 survey. Results for the November 1971 replication are given in Table III-5 and for the June 1972 survey in Table III-6. In both the June 1972 survey and November 1971 survey, the Marine Corps was again endorsed as the branch highest in tradition and prestige and cited for having the most capable men. It was again selected as most respected in the public eye. The Air Force and the Marine Corps again were about equally selected as possessing glamor. There was still a considerable "no difference" reaction (31%) to the statement about the quality of Commanding Officers, with the Marine Corps again cited as best. Once again, the Army was not cited as "highest" on any of these characteristics.

The only shifts in image between June 1972 and November 1971 seem to reflect a slightly less favorable attitude toward the Marine Corps and a slightly more favorable attitude toward the Army and the Navy. The Air Force image declined on glamor and best officers, but also increased slightly on other statements. Moreover, these differences were all 5% or less, on each characteristic.

These findings, in total, continue to support an earlier contention that service image is reasonably invariant over time. It had been suspected that the publicity accorded the May 1972 policy of increased bombing of North Vietnam, and mining and Naval blockade of the harbor at Haiphong would seriously modify the image of the Navy and/or Air Force among youth. While some evidence of a decline in the Air Force image has been noted, service images appear remarkably resistant to change, with no decline noted for the Navy.

Table III-4

May 1971 Data

Service Image: Respect						
Percent Ranking Service as Highest						
Statement	Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Tradition	25	15	3	44	2	11
Prestige	11	14	16	42	1	16
Glamor	4	17	29	29	2	20
Having the best Commanding Officers	13	17	12	21	2	36
Having the most capable men	9	9	11	40	3	28
Most respected in the public eye	8	11	12	40	3	26

Table III-5

November 1971 Data

Service Image: Respect						
Percent Ranking Service as Highest						
Statement	Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Tradition	24	15	3	47	1	10
Prestige	11	10	18	46	1	14
Glamor	4	17	29	31	2	17
Having the best Commanding Officers	14	14	14	24	3	31
Having the most capable men	8	6	13	45	2	26
Most respected in the public eye	9	7	16	43	4	22

Table III-6

June 1972 Data

Service Image: Respect						
Percent Ranking Service as Highest						
Statement	Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Tradition	26	15	6	42	1	10
Prestige	12	11	19	43	1	14
Glamor	6	20	27	28	2	18
Having the best Commanding Officers	16	16	12	23	3	31
Having the most capable men	10	9	14	42	2	24
Most respected in the public eye	11	8	14	41	4	22

INDUCEMENTS TO ENLISTMENT

Another approach to the assessment of service image involves the extent to which youth attribute important enlistment inducements to the various branches of the armed services.

As a first analysis, the relative importance of selected inducements to enlistment was appraised. Each youth sample was presented a list of potential inducements to enlistment, and each respondent was asked which feature(s) might induce him to enlist. The specified features and rates of response are shown in Table III-7 for the May 1971, November 1971 and June 1972 surveys.

Table III-7

Features That Would Encourage Enlistment

Inducements	Percent Choosing Feature		
	May 71	Nov 71	June 72
Opportunity for travel	52	56	58
Skills training	35	39	48
Paid college education	48	51	60
Enrollment in officer's training program	20	21	28
Choice of assignment	41	41	44
Pay	21	23	33

In the June 1972 survey, paid college education was the most popular inducement to enlistment. Of virtually equivalent importance in the June 1972 survey was the opportunity for travel, an inducement most selected by youth in both the November 1971 and May 1971 surveys.

Perhaps the most dramatic finding in the June 1972 survey was the marked increase in endorsement of these various inducements to enlistment. Between November 1971 and June 1972, substantial increases were noted in the percentage endorsing inducements such as pay, paid college education, and skills training. Slight increases in endorsements were noted for the other inducements.

SERVICE-ATTRIBUTED INDUCEMENTS TO ENLISTMENT

Next, the extent to which these inducements were attributed to the various services was determined. Representatives of each youth sample who considered certain items as enlistment inducements were asked to state which of the Services they thought was best for providing the specified inducement. Responses for the May 1971 sample are given in Table III-8.

In the May 1971 survey, the Navy was overwhelmingly cited as the best Service in offering the opportunity for travel. Paid college education was attributed to the Navy and Air Force with the Army also cited. The Navy and Air Force were selected in best offering a choice of assignment. The Air Force was also cited for pay and for offering officer's training program enrollment. The Marine Corps and Coast Guard were not selected on any of these particular inducements.

In the November 1971 replication (Table III-9), the Navy was again overwhelmingly cited as the best Service for offering opportunity for travel. Paid college education was attributed to the Air Force, with the Army also cited. Again, the Navy and Air Force were selected as offering the best choice of assignment. The Air Force was again cited for pay and offering officer's training program enrollment. It is again noteworthy that the Army, which recently started to advertise the pay increase, did not as yet have this enlistment inducement attributed to it to the extent it was accorded the Air Force. However, the Army did appear to improve on the enlistment features of pay, choice of assignment, and officer's training program.

In the most recent, June 1972 survey (Table III-10), the Navy was once again, overwhelmingly cited as the best service in offering the opportunity for travel. Paid college education was attributed to the Army and the Air Force, with the Navy also cited. The Air Force has selected as best offering a choice of assignment, and best for pay, and for offering officer's training program enrollment. The Marine Corps and Coast Guard were not selected on any of these particular inducements.

It is also interesting to note the increase in the percentage who claimed there was "no difference between the Services." Comparing the November 1971 survey and the June 1972 survey, this increased response was noted for each inducement. Compared to May 1971 data, this indication of an increase in assumed similarity between services is most evident for enrollment in officers training and in choice of assignment.

Table III-8

May 1971 Data

Enlistment Inducements by Service							
Feature That Would Encourage Enlistment	Overall Rate	Percent Considering This Service Best					
		Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Opportunity for travel	52	9	63	17	2	1	9
Skills training	35	15	26	35	6	1	17
Paid college education	48	13	18	17	2	1	48
Enrollment in officer's training program	20	19	17	26	5	3	29
Choice of assignment	41	13	28	25	5	3	26
Pay	21	6	18	29	4	1	41

Table III-9

November 1971 Data

Enlistment Inducements by Service							
Feature That Would Encourage Enlistment	Overall Rate	Percent Considering This Service Best					
		Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Opportunity for travel	56	9	58	22	2	2	8
Skills training	39	15	19	44	6	2	13
Paid college education	51	17	14	22	4	2	41
Enrollment in officer's training program	21	25	18	29	7	2	20
Choice of assignment	41	20	22	28	4	4	23
Pay	23	12	16	34	5	2	31

Table III-10

June 1972 Data

Enlistment Inducements by Service							
Feature That Would Encourage Enlistment	Overall Rate	Percent Considering This Service Best					
		Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Opportunity for travel	58	9	49	22	3	1	15
Skills training	48	20	18	30	7	2	23
Paid college education	60	17	12	18	3	2	48
Enrollment in officer's training program	28	16	15	21	7	3	39
Choice of assignment	44	16	18	24	3	5	35
Pay	33	12	13	24	6	4	42

DETERRENTS TO ENLISTMENT

One additional approach in assessment of Service image involves an assessment of the extent to which conditions that function as deterrents to enlistment are attributed to each of the several Services.

As the first phase in exploration of this aspect, each respondent in the three surveys was asked to indicate which of a series of conditions might deter his enlistment. Responses to these options are shown in Table III-11 for the May 1971, November 1971 and June 1972 surveys.

Table III-11

Conditions That Would Deter Men From Enlisting

<u>Deterrent</u>	<u>Percent Naming Deterrent</u>		
	<u>May 71</u>	<u>Nov 71</u>	<u>June 72</u>
Extended time away from home	49	41	54
High risk of injury	58	55	57
Strict discipline/training conditions	44	45	53
Poor living conditions for single Servicemen	33	33	39
Lack of career opportunities	30	29	37
Low level of associates	27	26	34
Insufficient pay on entering	42	37	42
Insufficient pay over a long career	33	31	38

In each survey, the most frequently cited deterrent was high risk of injury. Over 50% of respondents in each survey cited this deterrent. Also identified as major deterrents were extended time away from home, and strict discipline/training conditions. There was a substantially higher rate of mention of extended time away from home as a deterrent in the June 1972 survey compared to the November 1971 survey.

It is interesting to note the general consistency between these surveys in the rate of selection of these specified deterrents. The largest shift between the May 1971 and November 1971 surveys occurred for extended time away from home, with a decrease of 8% noted; the increase of 13% from November 1971 to June 1972 has offset that decrease.

The findings of a general increase in the rate of endorsement of each deterrent between November 1971 and June 1972 is noteworthy. Indeed, these results are particularly interesting, given the high level of endorsement of various enlistment inducements as noted previously. In some instances, these parallel findings simply reflect responses from different segments of the youth population, i.e., military pay is considered an

inducement to the unemployed, but low military pay is considered to be a deterrent among youth with part-time jobs. However, in other instances, the same segments which differentially endorse an incentive (e.g., travel among 16-17 year olds, non-whites, and residents of the South) also differentially cite a necessary correlate of the inducement as a deterrent (e.g., extended time away from home). This potential ambivalence merits additional analysis.

TABLE 1
Correlates of Youth Work Status

	1961	1962	1963
1. Work status	50	48	45
2. Unemployment	25	22	20
3. Part-time	15	12	10
4. Full-time	10	8	5
5. In school	30	28	25
6. Out of school	20	18	15
7. Married	10	8	5
8. Single	40	38	35
9. Divorced	5	3	2
10. Widowed	2	1	1

SERVICE-ATTRIBUTED DETERRENTS TO ENLISTMENT

Respondents who considered conditions as deterrents to enlistment were then asked in which of the Services the listed deterrent was most likely to exist. Responses for each deterrent for May 1971 survey are shown in Table III-12.

In the May 1971 survey, the Marine Corps was selected as the Service most likely to possess the conditions of high risk of injury and strict discipline/training. The Army and Navy were most cited as possessing the deterrent extended time away from home. The Army was also cited for high risk of injury. Relative to the other Services, the Army received high mention on all deterrents. The rates for the Navy (except for time away from home), Air Force, and Coast Guard were uniformly low, suggesting that the specified enlistment deterrents are not attributed to these branches.

As previously noted, deterrents were accorded essentially equivalent impact in the May 1971 and November 1971 surveys. It is interesting to compare the service attributions of these deterrents in November 1971 with the above results for May 1971. Results for the November 1971 survey are shown in Table III-13.

In the November 1971 replication, the Army and the Marine Corps were selected as Services most likely to possess the conditions of high risk of injury. The Marine Corps was most frequently cited for strict discipline/training. The Army and Navy were again cited as possessing the deterrent extended time away from home. The Army was again cited for low pay—both on entry and over a career. Relative to the other Services, the Army continues to receive high mention on almost all conditions which youth consider as deterrents to enlistment.

Results for the June 1972 survey are given in Table III-14. In the June 1972 survey, the Army and the Marine Corps were selected as the services most likely to possess the condition of high risk of injury. The Marine Corps was cited for strict discipline/training. The rates closely approximate the results for May 1971. The Army and Navy were most cited as possessing the deterrent extended time away from home.

Relative to the other Services, the Army continued to receive a high rate of endorsement on each deterrent, although the decrease from November 1971 to June 1972 in low pay attribution and in the attribution of other deterrents to the Army is noteworthy. The rates for the Navy (except for extended time away from home), Air Force and Coast Guard continue to be uniformly low.

Table III-12

May 1971 Data

Deterrent Conditions by Service							
Conditions That Would Deter From Enlistment	Overall Rate	Percent Considering Condition Most Likely in This Service					
		Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Extended time away from home	49	30	20	3	6	1	40
High risk of injury	58	43	1	2	35	<1	19
Strict discipline/training conditions	44	17	2	1	53	1	27
Poor living conditions for single service-men	33	44	4	1	12	1	38
Lack of career opportunities	30	40	4	1	12	6	37
Low level of associates	27	40	2	1	18	3	34
Insufficient pay on entering	42	32	2	3	4	2	56
Insufficient pay over a long career	33	31	2	3	5	3	55

Table III-13

November 1971 Data

Deterrent Conditions by Service							
Conditions That Would Deter From Enlistment	Overall Rate	Percent Considering Condition Most Likely in This Service					
		Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Extended time away from home	41	28	26	5	10	1	30
High risk of injury	55	42	1	3	40	<1	14
Strict discipline/training conditions	45	10	2	2	70	<1	16
Poor living conditions for single service-men	33	49	6	2	15	2	26
Lack of career opportunities	29	35	5	3	19	10	27
Low level of associates	26	40	6	2	16	5	31
Insufficient pay on entering	37	37	4	2	6	3	47
Insufficient pay over a long career	31	32	5	3	8	4	47

Table III-14

June 1972 Data

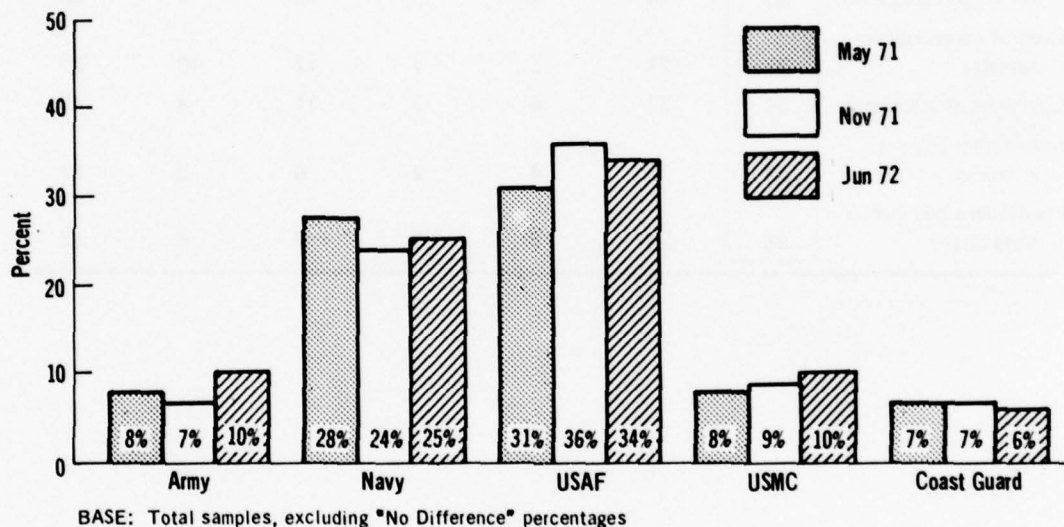
Deterrent Conditions by Service

Conditions That Would Deter From Enlistment	Overall Rate	Percent Considering Condition Most Likely in This Service					
		Army	Navy	Air Force	Marine Corps	Coast Guard	No Difference
Extended time away from home	54	22	23	5	10	1	39
High risk of injury	57	40	1	2	32	<1	25
Strict discipline/training conditions	53	13	2	2	57	<1	27
Poor living conditions for single servicemen	39	44	5	2	12	2	36
Lack of career opportunities	37	27	5	1	17	10	39
Low level of associates	34	32	6	3	11	4	45
Insufficient pay on entering	42	28	4	2	6	3	57
Insufficient pay over a long career	38	24	5	3	7	6	55

GLOBAL APPRAISAL OF THE ARMED SERVICES

In each survey, all of the respondents were required to specify the single service which they considered best overall. After having been presented with the numerous service image dimensions for evaluating the various Services, and after considering selected enlistment inducements/deterrents in terms of their association to the Services, each respondent was asked the final global assessment question. Responses for the total samples in each of the three surveys are shown below.

Global Appraisal of the Services



In each survey, the Air Force and the Navy were cited as best overall. Some 14% to 18% found "no difference" between the Services. The Army, Marine Corps, and Coast Guard received essentially identical endorsement in each of the surveys (6%-10%). In the June 1972 replication, the Army was considered best overall by 10%, whereas the Marine Corps and Coast Guard were cited by 10% and 6%, respectively. Between November 1971 and June 1972, the Navy showed a slight improvement while the Air Force had a small decline in the opinion of youth.

There was a substantial improvement in the relative endorsement of the Army from November 1971 to June 1972. This result is consistent with the decline in the attribution of enlistment deterrents to the Army noted previously among the total sample of respondents.

IV. The Active Enlisted Force

In both surveys, the willingness of youth to enlist for Active Service was probed under assumed draft and no-draft conditions. In the June 1972 survey, 15% stated that they expected to enlist under both an assumed no-draft condition and under present conditions. In the November 1971 survey, 15% claimed that they expect to enlist at some time, assuming the present (draft) condition. When no draft is assumed, 12% reported potential enlistment. In the May 1971 survey, 13% claimed that they might enlist under an assumed draft condition. When no draft was assumed, 11% reported potential enlistment.

In each survey, educational status and age was strongly related to the reported intention to enlist, with the younger men and high school students more likely to plan on enlistment. Age was also related to the anticipated timing of enlistment, with more men in the 18-19 year group planning enlistment in the immediate future, and evidence of a downward trend in near-term enlistment of men aged 20-21 years.

PROBABILITY OF ENLISTING FOR ACTIVE SERVICE

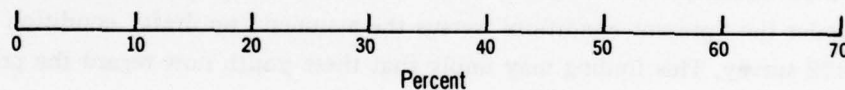
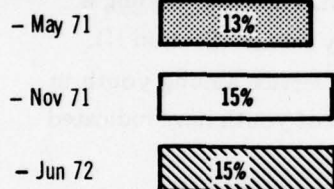
When this survey was originally being designed, it was appropriately envisioned that enlistment propensity would vary, depending on the assumption of the respondent regarding his potential for being inducted into the military service. For this reason, each respondent was asked to estimate the likelihood of his enlistment for active service as a regular under two conditions:

- Present (draft) condition, and
- If there were no draft.

Responses under the assumed present condition are shown below, for each of the three surveys.

Percent Who Would Enlist Under Present (Draft) Condition

Survey Date

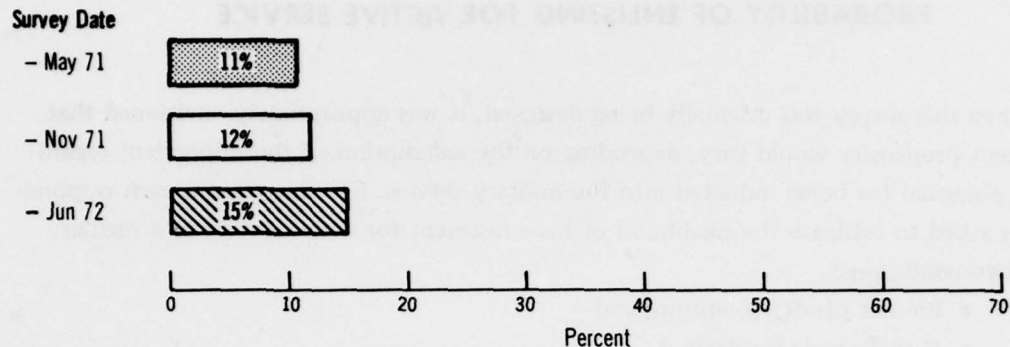


Given the present condition of May 1971 (draft, Vietnam war), 13% said they would enlist. Given the present condition (smaller draft, reduced Vietnam effort) in November 1971 and June 1972, this rate stabilized at 15%.

Responses under an assumed no-draft condition are compared below for the May 1971, November 1971, and June 1972 surveys.

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Percent Who Would Enlist Assuming No Draft



Given an assumed no-draft condition, 15% said they would enlist in June 1972. This rate increased from 12% in the November 1971 replication and 11% in the May 1971 survey.

These data suggest that American youth were equally as likely to express a willingness to enlist in June 1972 as they were in November 1971, under the present (draft) condition. However, between November 1971 and June 1972, a slight increase in enlistment propensity was noted under the assumed no-draft condition. The latter finding is consistent with earlier results on the global assessment of military service (Section II), which showed a *slightly more positive* attitude toward military service among youth in June 1972 than in November 1971. However, no more than 15% of youth have indicated a willingness to enlist as a regular in any of the three surveys.

It is particularly interesting to note that no difference in enlistment potential was noted under the "present condition" versus the assumed "no draft" condition in the June 1972 survey. This finding may imply that these youth now regard the present condition as being a zero-draft environment.

Although the overall findings are interesting, it is essential that demographic analyses be considered in interpreting these findings. In each survey, it was found that the probability of enlistment varied by age, independent of the draft/no-draft condition. Demographic analysis for the May 1971 survey are given in Table IV-1, for the November 1971 survey in Table IV-2, and for the June 1972 survey in Table IV-3.

Given the present condition (draft), 15% of the June 1972 sample (Table IV-3) said they would enlist. But the rate for 16-17 year olds was far higher than the rate for 20-21 year olds. The age differential is also reflected in differences on the education parameter. In the June 1972 survey, 22% of high school students said they would enlist under present (draft) conditions, but only 7% of current college students reported an enlistment intention. Analogous findings for age and education were obtained under the no-draft condition. These findings were consistent with the results of the previous surveys.

In both the June 1972 survey and the May 1971 survey, non-whites reported a higher enlistment potential than whites, under both draft and no-draft conditions. However, this

Table IV-1

May 1971 Data

Likelihood of Enlistment for Active Service as a Regular (Under Two Conditions)				
	Present (Draft) Condition		With No Draft	
	Def. Enlist (%)	Prob. Enlist (%)	Def. Enlist (%)	Prob. Enlist (%)
Total (16-21)	5	8	4	7
Age				
16-17 years	9	12	8	12
18-19 years	3	6	2	5
20-21 years	3	4	1	3
Race				
White	4	8	3	7
Non-White	14	10	14	10
Education Status				
HS Student	9	11	8	12
College Student	3	6	2	4
Non-Student	2	5	1	4
City Size				
Large Metropolitan	5	7	4	6
Small Metropolitan	4	9	4	9
Non-Metropolitan	6	8	6	7
Geographic Area				
Northeast	2	4	2	3
North Central	7	9	6	6
South	3	9	2	9
West	9	10	7	11

race difference was not in evidence in the November 1971 survey. Residence differences (city size, geographical area) were negligible, in each of the three surveys, with the exception of a higher enlistment potential being reported by residents of small metropolitan areas.

Table IV-2

November 1971 Data

**Likelihood of Enlistment for Active Service as a Regular
(Under Two Conditions)**

	<u>Present (Draft) Condition</u>		<u>With No Draft</u>	
	<u>Def. Enlist (%)</u>	<u>Prob. Enlist (%)</u>	<u>Def. Enlist (%)</u>	<u>Prob. Enlist (%)</u>
Total (16-21)	5	10	3	9
Age				
16-17 years	7	17	6	14
18-19 years	4	7	2	6
20-21 years	2	4	1	4
Race				
White	5	10	3	8
Non-White	2	11	2	12
Education Status				
HS Student	7	17	6	13
College Student	3	6	1	4
Non-Student	3	8	1	6
City Size				
Large Metropolitan	4	8	3	7
Small Metropolitan	5	14	3	11
Non-Metropolitan	4	9	4	7
Geographic Area				
Northeast	3	11	2	10
North Central	4	10	4	7
South	5	8	4	8
West	7	13	3	10

Table IV-3

June 1972 Data

**Likelihood of Enlistment for Active Service as a Regular
(Under Two Conditions)**

	Present (Draft) Condition		With No Draft	
	Def. Enlist (%)	Prob. Enlist (%)	Def. Enlist (%)	Prob. Enlist (%)
Total (16-21)	4	11	4	11
Age				
16-17 years	5	18	6	17
18-19 years	5	8	3	9
20-21 years	2	3	1	5
Race				
White	4	10	4	11
Non-White	4	18	4	17
Education Status				
HS Student	6	16	7	16
College Student	3	4	1	5
Non-Student	3	8	2	10
City Size				
Large Metropolitan	3	10	3	10
Small Metropolitan	5	13	5	15
Non-Metropolitan	4	8	4	8
Geographic Area				
Northeast	4	11	3	10
North Central	5	9	4	11
South	3	12	3	11
West	5	10	4	12

Because of the importance of evaluating enlistment potential under the no-draft condition, Tables IV-4, IV-5, and IV-6 present detailed results by education, for each of the three surveys. Results in terms of enlistment propensity by school status are consistent for the three surveys. The prime target for enlisted manpower is the high school student segment of the youth population. However, there is also some evidence of a positive trend in enlistment potential among the non-student segment of the youth population.

Table IV-4

May 1971 Data

Probability of Enlistment: Assuming No Draft

Enlistment Probability	Current Educational Status		
	High School Student (%)	College Student (%)	Not in School (%)
Definitely Enlist	8 } 20	2 } 5	1 } 5
Probably Enlist	12 }	3 }	4 }
Probably Not Enlist	28	17	18
Definitely Not Enlist	45	73	69
Don't Know	6	4	8
Total	99	99	100

Table IV-5

November 1971 Data

Probability of Enlistment: Assuming No Draft

Enlistment Probability	Current Educational Status		
	High School Student (%)	College Student (%)	Not in School (%)
Definitely Enlist	6 } 19	1 } 5	1 } 7
Probably Enlist	13 }	4 }	6 }
Probably Not Enlist	26	22	19
Definitely Not Enlist	47	70	66
Don't Know	8	3	8
	100	100	100

Table IV-6

June 1972 Data

Probability of Enlistment: Assuming No Draft

Enlistment Probability	Current Educational Status		
	High School Student (%)	College Student (%)	Not in School (%)
Definitely Enlist	6 } 22	1 } 6	2 } 12
Probably Enlist	16 }	5 }	10 }
Probably Not Enlist	30	24	24
Definitely Not Enlist	42	67	60
Don't Know	6	3	4
	100	100	100

SHORT-TERM DRAFT EXPECTATIONS

In each survey, respondents were asked to estimate the likelihood of their being drafted in the next six months. Results are compared in Table IV-7 for the May 1971, November 1971, and June 1972 surveys.

Table IV-7

Expectation of Being Drafted in the Next Six Months			
Options	May 71	Nov 71	June 72
Expect to be drafted	11%	11%	8%
Do not expect to be drafted	87%	85%	90%
Don't Know	2%	4%	2%
	100%	100%	100%

Between the November 1971 and June 1972 survey replications, there was a 3% decrease in the draft expectations of youth. In the June 1972 survey, 90% reported that they did not expect to be drafted in the next six months. The level of uncertainty regarding the draft (4% "don't know" in November 1971) was reduced in June 1972 to the same level noted one year ago (2%).

TEMPORAL CONSIDERATIONS IN ENLISTMENT INTENTION

Based on the June 1972 survey findings, a projected total of 1,410,000 (15%) of the men said they would enlist, given present conditions. This figure compares to 1,433,000 as projected from November 1971 data. Each of the potential enlistees in each survey was asked to indicate when he anticipated enlisting. Responses to this crucial question lend clarification to this estimate of enlistment intent. The distribution of responses for each of the three surveys appears in Table IV-8.

For all potential enlistees in the May 1971 survey, 13% anticipated enlistment, and 4% expected to enlist in the next 12 months (before May 1972). The projected number was 436,500. The age composition for this number is presented in Table IV-9.

Data for the November 1971 survey are presented in Table IV-10. In that survey, 5% anticipated enlistment in the next 12 months (before November 1972). The projected number was 526,000. The age composition of this sample is given in Table IV-10.

Table IV-8

Schedule of Enlistment	Timing of Enlistment					
	May 71		Nov 71		June 72	
	Percent ^a	Percent of Total	Percent ^a	Percent of Total	Percent ^a	Percent of Total
Within the next 6 months	14	2	14	2	15	2
6 months to a year	14	2	23	3	14	2
At some future time or when eligible	72	9	63	10	71	10
	100	13	100	15	100	14

^aBASE: Those who would definitely or probably enlist under present conditions

Table IV-9

May 1971 Data

Schedule	Enlist in Next 12 Months		
	Age Groups (Projected)		
	16-17	18-19	20-21
Within next 6 months	63,800	45,300	63,300
6 months to a year	55,000	69,300	39,800
	118,800	114,600	103,100

Table IV-10

November 1971 Data

Schedule	Enlist in Next 12 Months		
	Age Groups (Projected)		
	16-17	18-19	20-21
Within next 6 months	56,000	99,000	44,000
6 months to a year	154,000	125,000	48,000
	210,000	224,000	92,000

Data from the June 1972 survey also appear on Table IV-8. In total, 4% expected to enlist in the next 12 months (before June 1973). The projected number was 404,000. The age composition of this sample appears in Table IV-11. It should be noted that the decline from November 1971 (526,000) is mainly a function of the decline in the percent who expect to enlist between 6 months to one year from the date of interview (3% in November 1971 and 2% in June 1972).

Table IV-11

June 1972 Data

Enlist in Next 12 Months			
Schedule	Age Groups (Projected)		
	16-17	18-19	20-21
Within next 6 months	30,000	145,000	35,000
6 months to a year	83,000	91,000	20,000
	113,000	236,000	55,000

In both the June 1972 survey and the November 1971 survey, the 16-17 year old and 18-19 year old groups contributed the bulk of potential enlistees. In contrast, in the May 1971 survey, each age category (16-17 years, 18-19 years, 20-21 years) contributed essentially equivalent numbers of potential enlistees. These data indicate that a possible increase in enlistment intentions among the 18-19 year old group has occurred while the enlistment intentions of the 20-21 year old group seems to have declined over the entire study period. The rate among the key target group of 16-17 year olds appears to have fluctuated, with lower levels observed in May 1971 and in June 1972 than in November 1971.

Immediate enlistment intent tends to be reported by the older respondents, the whites, and the non-students. These findings were observed in each of the three youth surveys. Results appear in Tables IV-12, IV-13, and IV-14.

Table IV-12

May 1971 Data

Enlistment Potential for the Next 12 Months**(Present Draft Condition)**

If "definitely" or "probably will enlist," "When do you think you will do this—within the next 6 months, 6 months to a year, or at some future time when you become eligible?"

Schedule of Enlistment

	<u>Within Next 6 Months (%)</u>	<u>6 Months to a Year (%)</u>
Total (16-21)	14	14
Age		
16-17 years	8	7
18-19 years	16	25
20-21 years	40	25
Race		
White	16	15
Non-White	6	9
Education Status		
HS Student	8	8
College Student	19	16
Non-Student	30	30
City Size		
Large Metropolitan	16	14
Small Metropolitan	12	12
Non-Metropolitan	14	15
Geographic Area		
Northeast	22	17
North Central	9	10
South	11	18
West	21	12

Table IV-13

November 1971 Data

Enlistment Potential for the Next 12 Months**(Present Draft Condition)**

If "definitely" or "probably will enlist," "When do you think you will do this—within the next 6 months, 6 months to a year, or at some future time when you become eligible?"

	<u>Schedule of Enlistment</u>	
	<u>Within Next 6 Months (%)</u>	<u>6 Months to a Year (%)</u>
Total (16-21)	14	23
Age		
16-17 years	6	17
18-19 years	27	34
20-21 years	27	29
Race		
White	14	24
Non-White	9	13
Education Status		
HS Student	5	21
College Student	18	31
Non-Student	42	24
City Size		
Large Metropolitan	12	28
Small Metropolitan	14	22
Non-Metropolitan	17	16
Geographic Area		
Northeast	15	17
North Central	11	31
South	13	21
West	17	21

Table IV-14

June 1972 Data

Enlistment Potential for the Next 12 Months**(Present Draft Condition)**

If "definitely" or "probably will enlist," When do you think you will do this—within the next 6 months, 6 months to a year, or at some future time when you become eligible?"

	<u>Schedule of Enlistment</u>	
	<u>Within Next 6 Months (%)</u>	<u>6 Months to a Year (%)</u>
Total (16-21)	15	14
Age		
16-17	4	10
18-19 years	37	23
20-21 years	23	13
Race		
White	15	14
Non-White	11	12
Education Status		
HS Student	6	12
College Student	17	15
Non-Student	35	18
City Size		
Large Metropolitan	14	13
Small Metropolitan	13	17
Non-Metropolitan	23	9
Geographic Area		
Northeast	14	11
North Central	17	14
South	14	17
West	14	14

A. Branch of Service: Preferences and Expectations

The branch of Service expectations and preferences of contemporary American youth were obtained. Results are summarized below for June 1972.

The image findings suggest that the Air Force (34%) and the Navy (25%) are most popular for the total sample, with the Army, Marine Corps, and Coast Guard virtually equivalent secondary selections at 6-10% (see Image Section).

However, when the Service expectations of only potential enlistees, draftees, and Reservists are explored, the Navy (33%) exceeds both the Air Force (31%) and the Army (19%). The Marine Corps (9%) and Coast Guard (7%) trail. Each Service is selected for unique reasons.

When the preferences of only potential enlistees under the current draft conditions are considered, the Navy (35%) clearly leads the Army (19%) and the Air Force (28%), followed by the Marine Corps (13%) and Coast Guard (5%). Moreover, when the preferences of potential enlistees under a no-draft condition are determined, the Navy (30%), Air Force (24%), and Army (18%) appear to elicit strong support, with the Marine Corps (10%) and Coast Guard (4%) still well represented.

Except for the total sample/global appraisal condition, the rank preference of Services on each index was the same, with the Navy most popular, followed by the Air Force, Army, and other Services. Between surveys, for the subsample of all potential Servicemen, preference for the Navy appears to have increased, at the expense of the Air Force and Army. Moreover, among only those men who plan to enlist in the regular forces under current conditions or no-draft conditions, this condition appears true. No appreciable change is noted in preference for the Marine Corps or the Coast Guard.

BRANCH-OF-SERVICE EXPECTATIONS

In the June 1972 survey, 15% of the sample said they would enlist under present conditions—that is, with a draft law in effect. An additional 17% said that they might enter the military services at some time. Sample representatives of the combined total (32%) were queried to determine which branch of the service they thought they would be most likely to enter. Their responses are shown in Table IV-15, and are compared to those of the 40% of the May 1971 survey and 37% of the November 1971 survey who indicated that they might enter the service at some time.

Table IV-15

Branch of Service Named as "Most Likely"			
(BASE: Expect to Enter Service)			
Branch	Percent Naming Service		
	May 71 ^a	Nov 71 ^b	June 72 ^c
Army	22	20	19
Navy	31	28	33
Air Force	29	33	31
Marine Corps	9	10	9
Coast Guard	7	8	7
Will not enlist	2	1	1
	100	100	100

^aBased on 40% of this sample

^bBased on 37% of this sample

^cBased on 32% of this sample

In each survey, the Navy and Air Force were most frequently cited by these respondents. There was a major increase in the rate of mention of the Navy from the November 1971 to June 1972 administrations. A slight decline in service expectation was noted for each of the other services.

In the previous surveys, it was noted that the income of the parent held an interesting relationship to the branch-of-Service expectation of these youth. Data from the June 1972 replication are presented in Table IV-16.¹ Results agreed with most of the findings

¹ For May 1971 data, see the table on page IV-11 of the initial report in this series. For November 1971 data, see the table on page 58 of the second report (CR-D7-72-16) in this series.

Table IV-16

June 1972 Data

Branch-of-Service Expectation Related to Family Income

Annual Family Income	Percent Selecting Branch of Service ^a				
	Army	Navy	Air Force	Marine Corps	Coast Guard
Under \$8,000	26	28	36	6	4
\$8,000-\$13,999	20	39	29	6	4
\$14,000-\$19,999	13	32	34	14	8
\$20,000 or more	15	36	24	13	12

^aExcluding refusals and "Don't know."

from the previous administrations. The Coast Guard once again emerged as an "upper-income" Service. In contrast to the 1971 surveys in which the Marine Corps drew mention equally across all income groups, the June 1972 sample showed Marine Corps preference in the \$14,000 and over groups. Support for the Air Force continued to decline in the over \$20,000/annum segment. Army and Navy endorsement was found among offspring of each income group. However, Army preference was lower among youth from families with over \$14,000 income per annum.

In each survey, the Air Force was most cited by 20-21 year olds. However, the June 1972 survey showed evidence of Navy preference in the 20-21 year group for the first time.

In each survey, non-whites mentioned the Air Force and Marine Corps at higher rates than did whites. The Navy was cited more by whites than non-whites in every survey.

In every survey, the Air Force was mentioned less frequently by residents of the Northeast, while the Marine Corps was cited more frequently by residents of the West.

In the June 1972 survey, there was no evidence of differential preference for the Air Force among youth in large metropolitan areas. This finding was not consistent with data from the two 1971 surveys. In the June 1972 survey, the Coast Guard also failed to receive higher endorsement among residents of the West as noted in the previous youth surveys.

Given these data, and with conditions remaining the same, it would appear that the likely modal recruitment composite each service acquires would be as follows:

- (1) Navy - white youth
- (2) Air Force - 20-21 year olds; non-whites and whites
- (3) Coast Guard - upper income families
- (4) Army - no discernible demographic profile, but recent increase in preference among 18-19 year olds, and non-students
- (5) Marine Corps - no discernible demographic profile, but higher non-white preference in the most recent survey

Tables IV-17, IV-18, and IV-19 present demographic correlates of branch of Service expectations for May 1971, November 1971, and June 1972 data, respectively. The stability of these demographic relationships to branch-of-Service expectations suggests that each Service may have an attraction to a certain subgroup of youth. These demographic profiles may prove useful in development of optimal advertising media selection and recruitment strategies.

Table IV-17

May 1971 Data

Branch-of-Service Expectation					
"If you were to join or enlist, which branch of the Active Service would you be <i>most</i> likely to enter?"					
	Percent Naming Service				
	Army	Navy	Air Force	Marine Corps	Coast Guard
Total (16-21)	22	31	29	9	7
Age					
16-17 years	24	31	27	10	7
18-19 years	20	34	29	9	5
20-21 years	20	27	37	8	7
Race					
White	23	31	28	9	7
Non-White	14	29	41	15	2
Education Status					
HS Student	24	31	28	8	8
College Student	17	29	36	11	6
Non-Student	23	33	24	10	5
City Size					
Large Metropolitan	20	30	34	8	6
Small Metropolitan	19	32	24	12	9
Non-Metropolitan	31	32	25	8	4
Geographic Area					
Northeast	34	33	19	5	7
North Central	22	32	33	8	3
South	18	31	34	9	6
West	20	28	24	14	12

Table IV-18

November 1971 Data

Branch-of-Service Expectation

"If you were to join or enlist, which branch of the Active Service would you be *most* likely to enter?"

	<u>Percent Naming Service</u>				
	<u>Army</u>	<u>Navy</u>	<u>Air Force</u>	<u>Marine Corps</u>	<u>Coast Guard</u>
Total (16-21)	20	28	33	10	8
Age					
16-17 years	18	30	32	9	10
18-19 years	24	24	31	12	7
20-21 years	22	27	40	5	4
Race					
White	20	29	32	9	8
Non-White	22	17	46	13	2
Education Status					
HS Student	18	30	32	10	9
College Student	20	29	33	9	5
Non-Student	26	20	33	9	9
City Size					
Large Metropolitan	19	27	35	9	8
Small Metropolitan	21	28	32	10	7
Non-Metropolitan	21	28	30	9	8
Geographic Area					
Northeast	22	32	26	8	10
North Central	23	28	34	7	6
South	20	27	34	11	6
West	15	24	36	12	12

Table IV-19

June 1972 Data

Branch-of-Service Expectation

"If you were to join or enlist, which branch of the Active Service would you be most likely to enter?"

	Percent Naming Service				
	Army	Navy	Air Force	Marine Corps	Coast Guard
Total (16-21)	19	33	31	9	7
Age					
16-17 years	17	32	32	13	7
18-19 years	25	33	25	7	9
20-21 years	17	39	38	2	3
Race					
White	19	35	30	9	7
Non-White	25	17	33	12	12
Education Status					
HS Student	18	33	30	13	7
College Student	15	30	39	6	9
Non-Student	26	36	25	5	7
City Size					
Large Metropolitan	19	35	31	9	6
Small Metropolitan	20	34	30	11	5
Non-Metropolitan	19	28	31	7	13
Geographic Area					
Northeast	15	43	23	9	8
North Central	22	32	31	10	6
South	21	31	33	8	7
West	19	26	35	13	8

REASONS FOR SELECTION OF BRANCH-OF-SERVICE

Those men in each survey who said they might enter the service were asked to state the reasons for their branch of service preference/expectation. Results for the 40% of the May 1971 sample appear in Table IV-20.

Table IV-20

May 1971 Data

Reasons for Preferred Branch of Service					
<i>Percent Stating First Preference/Expectation of Service</i>					
<u>Selected Reasons</u>	<u>Army</u>	<u>Navy</u>	<u>Air Force</u>	<u>Marine Corps</u>	<u>Coast Guard</u>
-Greater opportunity to pursue own field of interest	17	4	5	1	5
-Shorter enlistment time	9	1	1	4	1
-Opportunity to travel	1	25	2	1	3
-Like water/boats/ships	--	24	--	--	8
-Interested in planes/like flying	1	1	28	1	--
-Best choice/think it's the best	14	17	18	26	11
-More action/adventure	3	11	3	17	1
-Family tradition/always wanted this	5	6	9	9	--
-Skills training	5	5	8	9	2
-Greater benefits/offers more	2	5	6	3	--
-Easy/easiest	2	4	4	1	5
-Low risk of injury	3	9	6	--	42
-Greater career opportunities	3	4	3	2	26
-Stay in US/no overseas duty	--	--	--	--	15
-Don't know	16	3	1	14	4

The 37% of the November 1971 sample who were asked branch-of-service expectations were also asked to state the reason for their Service preference/expectation in their own words. Reasons for service preferences expressed by 3% or more of these respondents are presented in Table IV-21.

Table IV-21

November 1971 Data

Reasons for Preferred Branch of Service					
Selected Reasons	Percent Stating First Preference/Expectation of Service				
	Army	Navy	Air Force	Marine Corps	Coast Guard
-Greater opportunity to pursue own field of interest	8	9	9	--	4
-Shorter enlistment time	10	1	--	5	--
-Opportunity to travel	1	16	2	--	2
-Like water/boats/ships	--	14	--	--	16
-Interested in planes/like flying	--	1	26	--	--
-Best choice/think it's the best	12	9	12	40	7
-More action/adventure	6	3	4	11	7
-Family tradition/always wanted this	9	7	7	6	2
-Skills training	7	7	8	10	1
-Greater benefits/offers more	5	6	7	5	--
-Easy/easiest	6	9	5	--	9
-Low risk of injury	1	10	2	--	18
-Greater career opportunities	5	5	5	2	2
-Don't know	5	2	2	4	4

The major reason given for preferring the Army was simply that it was the best Service (12%). In the May 1971 survey, the rate was 14%. Other major reasons for Army preference are the opportunity to pursue one's own field of interest (8%) and the shorter enlistment time (10%). In the May 1971 survey, these rates were 17% and 9%, respectively.

The Navy is selected by youth who like ships and water (14%) and the opportunity for travel (16%). The Navy was also selected because of low risk of injury (10%). These findings are in agreement with the May 1971 survey.

The Air Force was chosen by youth who are interested in planes and flight (26%). This result was also noted in the May 1971 survey.

The Marine Corps was selected by respondents who simply felt it was the best (40%). In the May 1971 survey, the rate was 26%. The Marine Corps was also cited because it offered more action or adventure (11%). A small percentage chose it because of skills training (10%).

The Coast Guard was selected because of low risk of injury (18%). The Coast Guard was also chosen because of preferences for boats (16%). These findings are consistent with the results of the May 1971 survey.

It is interesting to note that some men selected the Marine Corps (4%) and Army (5%) but were unable to express a reason for their preference. This finding was also noted in the May 1971 survey where the magnitude was more pronounced.

In general, youth specified essentially the same themes or reasons for their Service preferences in both the May 1971 and November 1971 surveys.

The 33% of respondents in the June 1972 survey who expressed branch-of-Service expectations also stated the reasons for their Service preference in their own words. Reasons for Service preference expressed by 3% or more of these respondents are presented in Table IV-22.

Again, the major reason given for preferring the Army was simply that it was the best service (32%). In the May 1971 survey, the rate was 14%, and in November the rate was 2%. Another major reason for Army preference in the June 1972 survey was the shorter enlistment time (9%). In the May 1971 survey, this rate was also 9%, and the rate was 10% in the November 1971 survey.

The Navy was selected by youth who like ships and water (17%) and the opportunity for travel (18%). These findings are in agreement with the November 1971 survey and the May 1971 survey. However, there was less mention (5%) of the low risk of injury as a reason for joining the Navy in the June 1972 survey.

The Air Force was chosen by youth who are interested in planes and flight (30%). This result was also noted in the May 1971 and November 1971 surveys.

The Marine Corps was selected by respondents who simply felt it was the best (36%). In the May 1971 survey, the rate was 26%. In the November 1971 survey the rate was 40%. The Marine Corps was also cited because it offered more action or adventure (15%).

The Coast Guard was selected because of low risk of injury (13%). The Coast Guard was also chosen because of preferences for boats (26%). These findings were consistent with the results of the May 1971 survey and the November 1971 survey.

In the June 1972 survey, some men mentioned better living conditions and better educational opportunity - two new reasons for service preference. The Navy was endorsed for the former, and both the Navy and Air Force were specified for the latter.

Table IV-22

June 1972 Data

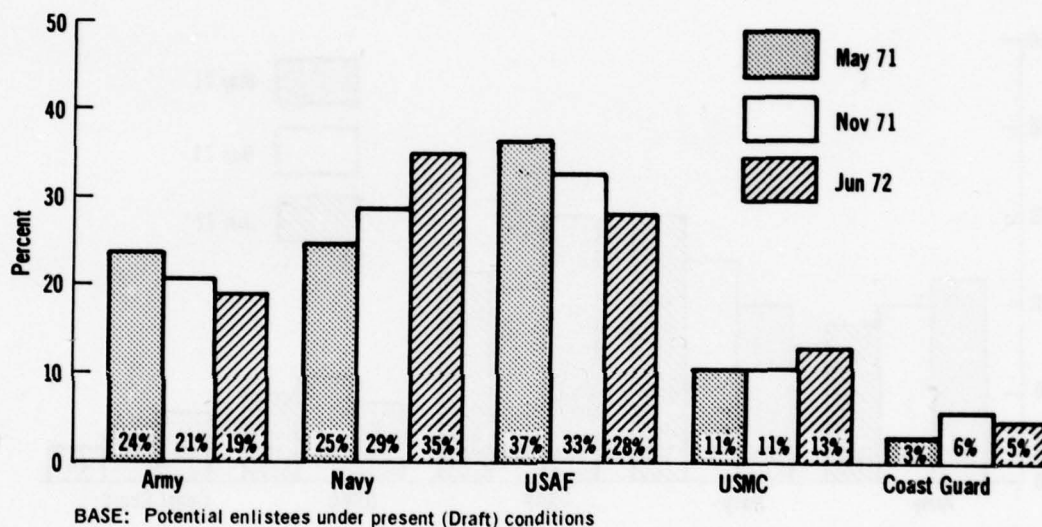
Reasons for Preferred Branch of Service

Selected Reasons	Percent Stating First Preference/Expectation of Service				
	Army	Navy	Air Force	Marine Corps	Coast Guard
-Greater opportunity to pursue own field of interest	2	2	6	3	1
-Shorter enlistment time	9	--	3	5	2
-Opportunity to travel	4	18	3	5	4
-Like water/boats/ships	--	17	--	--	26
-Interested in planes/like flying	3	2	30	--	--
-Best choice/think it's the best	32	13	19	36	17
-More action/adventure	3	4	4	15	8
-Family tradition/always wanted this	5	12	5	13	3
-Skills training	5	5	10	4	4
-Greater benefits/offers more	3	5	4	1	--
-Easy/easiest	3	5	2	--	9
-Low risk of injury	2	5	3	2	13
-Greater career opportunities	6	5	5	2	4
-Better living conditions	1	7	2	1	1
-Best educational opportunity	3	5	5	1	3
-Don't know	5	2	2	--	--

PREFERRED BRANCH OF SERVICE: ENLISTEES UNDER THE CURRENT DRAFT SITUATION

In both the November 1971 and June 1972 surveys, 15% of the samples said they would enlist under present conditions - that is, with a draft law in effect. It is useful to examine the branch-of-service preferences of this potential enlistee segment of the youth population and to compare their preferences with the preferences of the 13% of potential enlistees who responded to the same items in May 1971.

Branch of Service Preference

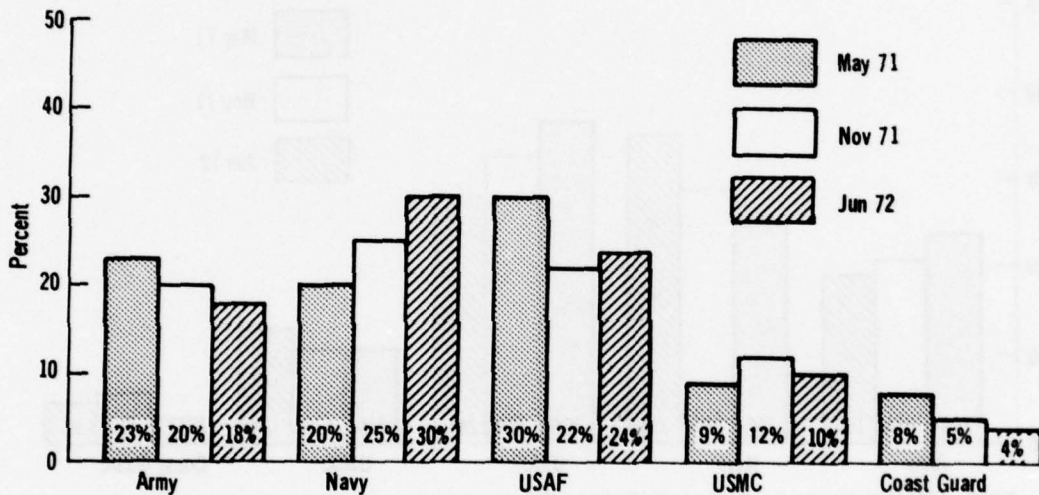


In the June 1972 survey, the Navy achieved its highest preference rating to date (35%). The increase in Navy preference from May 1971 to June 1972 is noteworthy. Trends suggesting a decrease in preference for the Air Force and to a lesser extent the Army are noted, across the time period of the three surveys. Preference for the Marine Corps and Coast Guard was relatively unchanged over time.

**PREFERRED BRANCH OF SERVICE:
ENLISTEES UNDER AN ASSUMED NO DRAFT SITUATION**

In the June 1972 sample, 15% claimed that they would enlist if there were no draft. The branch-of-Service preferences of these respondents are presented below, in comparison with the service preferences for the 12% of the November 1971 sample and the 11% of the May 1971 sample who responded to the same question.

Branch of Service Preference



BASE: Potential enlistees under an assumed no-draft condition.

While the Air Force was most frequently selected in the May 1971 survey, the Navy was most frequently selected by respondents in the November 1971 survey, and again in the June 1972 survey. A slight decline in Army preference and Coast Guard preference is noted over the time period of the three surveys. The increase in Navy preference over time is again indicated in these data.

B. Enlistment Incentives

Enlistment incentives were studied in three ways. First, all respondents were encouraged to specify inducements to enlistment in their own words. Second, all respondents were presented with structured alternative incentives for appraisal. Third, a select subgroup (potential enlistees) was asked to appraise a list of possible reasons for enlistment. Results for the June 1972 survey are presented below.

The initial condition elicited substantial, although declining, negativism toward the military, and minor support for incentives such as pay, travel, job training, educational benefits, and choice of assignment.

The second condition elicited strong support for educational benefits (either as \$200 per month or as a fully paid college education).

The third condition indicated that incentives such as travel, trade or skill acquisition, and advanced education were important to potential enlistees—as was the choice of branch of service and scheduling for service—and patriotism.

Results tended to be in agreement with the findings of the previous surveys.

ENLISTMENT INCENTIVES: RESPONDENT'S OWN WORDS

Each respondent was asked to state, in his own words, what would induce him to enlist under each of two conditions:

- Present draft status (assuming the draft law is extended), and
- If you did not have to serve in a combat area.

Results for both conditions are presented together in the following tables to permit comparison. Data are presented for the May 1971 survey, the November 1971 survey, and the June 1972 survey, in Tables IV-23, IV-24, and IV-25 respectively.

For many respondents, no inducement was sufficient to cause enlistment. Hence, the response "nothing" was given by between 33% and 45% under both conditions, in the three surveys. This response is decreasing over time, as noted in Section II.

In the June 1972 survey, the two strongest inducements to enlistment, given the continued draft, were a national emergency or war (13%), or the possibility of being drafted per se (10%). The possibility of earning more money/better pay was mentioned by 9%. No other inducement was mentioned by more than 6% of the respondents.

In the November 1971 survey, the two strongest inducements to enlistment, given a continued draft, were also the possibility of war or a national emergency - and the draft per se. Each of these inducements was volunteered by 11%. No other inducement received more than 8% mention. These results were also consistent with the findings of the May 1971 survey.

Also in the June 1972 survey, inducements to enlistment were tabulated assuming no combat service. In this case, more money/better pay (14%) and skills/job training (12%) were most frequently mentioned. Travel was mentioned by 8%. Educational benefits were cited by 9%. These same inducements were cited most frequently in the previous two surveys.

Demographic analysis of the five most frequently mentioned reasons for enlistment appear in Table IV-26 for the June 1972 sample. Responses are presented under the assumed no combat service condition.

Under the assumed no-combat condition, travel was cited by 8%. Support for this incentive derives from virtually all demographic segments.

Educational benefits were cited by 9% overall, with less mention among non-whites (6%) than among whites (9%). Skills training or job training was mentioned by 12% of the total June 1972 respondents. This incentive was mentioned most by 16-17 year olds (16%) and high school students (17%).

Choice of assignment (5%) and more money/better pay (14%) had negligible differential demographic support, although college students more frequently cited

Table IV-23

May 1971 Data

Enlistment Inducements (Open-End)

Major Inducements ^a	Percent Naming Enlistment Inducement	
	Under Present Draft Status	With No Service In Combat Area
-National emergency/war	10	3
-Possibility of being drafted	10	3
-More money/better pay	5	9
-Skills/job training	5	9
-Educational benefits	5	7
-Travel	5	12
-Choice of assignment	4	6
-Nothing/no inducement	45	43

^a All other inducements, 3% mention or less under either condition.

Table IV-24

November 1971 Data

Enlistment Inducements (Open-End)

Major Inducements ^a	Percent Naming Enlistment Inducement	
	Under Present Draft Status	With No Service In Combat Area
-National emergency/war	11	3
-Possibility of being drafted	11	2
-More money/better pay	8	12
-Skills/job training	6	13
-Educational benefits	6	8
-Travel	3	11
-Loss of present job/financial conditions	4	2
-Choice of assignment	4	4
-Choice of branch of service	4	2
-Nothing/no inducement	40	37

^a All other inducements, 3% mention or less under either condition.

Table IV-25

June 1972 Data

Enlistment Inducements (Open-End)

Major Inducements ^a	Percent Naming Enlistment Inducement	
	Under Present Draft Status	With No Service In Combat Area
-National emergency/war	13	4
-Possibility of being drafted	10	2
-More money/better pay	9	14
-Skills/job training	6	12
-Educational benefits	5	9
-Travel	4	8
-Loss of present job/financial conditions	4	4
-Choice of assignment	4	5
-Choice of branch of service	3	1
-Nothing/no inducement	36	33

^aAll other inducements, 3% mention or less under either condition.

Table IV-26

June 1972 Data

Enlistment Incentives in Respondent's Own Words
(Assuming No Combat Service)

"What, if anything, would induce you to enlist if you did not have to serve in a combat area?"

	Percent Naming Enlistment Incentive				
	<u>Travel</u>	<u>More Money/ Better Pay</u>	<u>Skills/Job Training</u>	<u>Educational Benefits</u>	<u>Choice of Assignment</u>
Total (16-21)	8	14	12	9	5
Age					
16-17 years	9	13	16	9	4
18-19 years	7	15	10	8	7
20-21 years	9	15	7	8	6
Race					
White	8	14	12	9	6
Non-White	7	13	10	6	4
Education Status					
HS Student	9	13	17	11	4
College Student	9	15	5	9	8
Non-Student	7	14	10	7	5
City Size					
Large Metropolitan	8	13	11	8	7
Small Metropolitan	8	14	13	9	4
Non-Metropolitan	9	16	11	10	6
Geographic Area					
Northeast	7	13	8	7	4
North Central	10	15	13	11	7
South	8	18	11	8	5
West	7	8	15	9	7

choice of assignment (8%), while residents of the South more frequently mentioned more money/better pay (18%) than did youth in other segments of the population.

These demographic correlates (Table IV-26) are in general agreement with the results of the November 1971 and the May 1971 survey.¹

¹ For May 1971 data, see the table on page IV-22 of the initial report in this series. For data from the November 1971 survey, see the table on page 72 of the second report (CR-D7-72-16) in this series.

ENLISTMENT INCENTIVES: STRUCTURED ALTERNATIVES

In each survey, respondents were also asked to appraise a list of potential enlistment incentives. Each respondent was presented a comprehensive list of possible enlistment incentives for consideration. These items were presented in the context of three conditions:

- Which incentives would most likely induce enlistment (multiple answers accepted),
- Which one of the incentives would most likely induce enlistment,
- Which one would most likely induce enlistment in a combat-type branch.

The latter two conditions call for a ranking of alternatives. Results for each of the surveys appear on Table IV-27. Note that three new incentives were also presented for evaluation in the June 1972 sample.

The presence of the three new enlistment incentives serves to complicate interpretation of findings from the June 1972 sample insofar as analysis of trends in the data. This problem is particularly evident under the two conditions where respondents must select one incentive as best. Since new options are added, these new options may receive endorsement which would have previously been directed to the original options. Nonetheless, it is possible to assess trends in endorsement of incentives under the "present status" condition.

Given the present status, a fully paid college education for 4 years service was most frequently endorsed in each of the surveys. This option was cited by 42%-44% in the 1971 surveys, and by 34% in the June 1972 survey. It is interesting to note the endorsement accorded a more realistic educational incentive, the restriction of \$200 per month for up to four years of college, given 2 or more years of service. This new potential incentive was endorsed by 33% of the total sample in June 1972. The new concept of paid technical training prior to service was endorsed by 21% of the June 1972 sample. The new concept of a \$3000 enlistment bonus for critical skills was endorsed as an incentive by 22%; however, 20% endorsed the option of a "large bonus for enlisting of \$1000."

A few trends in the endorsement of various incentives merit mention. Increasingly favorable response over the three surveys was found for the concepts of: (1) military assistance in post-service employment, (2) guaranteed job assignments, (3) the right to live off-base, and (4) better living conditions for single servicemen. In the June 1972 survey, post service job assistance was cited by 33%, guaranteed assignments and the right to live off-base by 30%, and better living conditions by 20%.

Respondents were asked to state which of the incentives was the most likely to induce them to enlist. Subject to the limitations of comparability noted above, the most popular incentive in the June 1972 survey was a fully paid college education (16%). However, the concept of \$200 per month in college/technical training support, given 2 or

Table IV-27

Responses to Structured Enlistment Incentives

Enlistment Incentives	Percent Selecting Enlistment Incentive									
	Under Present Status		ONE Most Likely Incentive				ONE Most Likely to Induce Service in Combat Branch			
	May 71	Nov 71	June 72	May 71	Nov 71	June 72	May 71	Nov 71	June 72	
<ul style="list-style-type: none"> The military offers to help you get started in a civilian job after you finish active duty and, if necessary, would provide training in a civilian skill 	27	29	33	10	9	9	5	3	4	
<ul style="list-style-type: none"> The government agrees to pay \$200 a month or more for up to 4 years of college and/or technical/vocational school at the school of your choice, in return for 2 or more years of active duty. The college or training would come after military service 	*	*	33	*	*	12	*	*	5	
<ul style="list-style-type: none"> The government agrees to pay for up to 2 years of technical/vocational school including a living allowance, for you to learn a skill required in military service. After completing school you enter the service at an advanced pay grade and use the skill you have learned 	*	*	21	*	*	3	*	*	2	
<ul style="list-style-type: none"> The government agrees to pay for up to 4 years of college including living expenses at the school of your choice in return for 4 years of active duty. The college could come either before or after the military service 	42	44	34	24	25	16	7	8	6	

(Continued)

Table IV-27 (Continued)

Enlistment Incentives	Responses to Structured Enlistment Incentives									
	Under Present Status					Percent Selecting Enlistment Incentive				
	May 71	Nov 71	June 72	May 71	Nov 71	June 72	May 71	Nov 71	June 72	ONE Most Likely to Induce Service in Combat Branch
• The government agrees to pay for up to 2 years of technical/vocational school including living expenses at the school of your choice in return for 4 years of active duty. The training could come either before or after the military service.	19	20	13	6	6	3	1	3	2	
• Guaranteed assignments, including necessary training in the military specialty of your choice (e.g., draftsman, electronic technician, bulldozer driver, paratrooper, truck driver, etc.)	26	28	30	8	10	9	6	10	9	
• Military pay that's comparable to the income you would expect to be earning as a civilian	25	27	27	7	7	5	5	6	4	
• A large bonus for enlisting (e.g., \$1000)	20	24	20	4	4	3	5	6	5	
• A bonus of up to \$3000 for enlisting for at least 3 years in some skill that is in short supply	*	*	22	*	*	3	*	*	6	
• A shorter enlistment period (e.g., 1 year less than now offered in the service of your choice)	30	32	26	7	8	5	11	11	7	

(Continued)

Table IV-27 (Continued)

Responses to Structured Enlistment Incentives

	Percent Selecting Enlistment Incentive								
	Under Present Status			ONE Most Likely Incentive			ONE Most Likely to Induce Service in Combat Branch		
	May 71	Nov 71	June 72	May 71	Nov 71	June 72	May 71	Nov 71	June 72
● A chance to enroll in an officer training program after enlistment even if you don't have a college degree	12	16	13	1	2	1	2	2	2
● Assurance that you will be able to change your assignment after some period of time if you don't like the work	22	26	24	2	3	3	7	8	5
● During peacetime, a guarantee of assignment to a geographic area of your choice in the U.S. or abroad	28	32	31	6	7	6	5	3	3
● Right to live off-base if you prefer	22	26	30	2	2	3	1	1	2
● Better living conditions for single Servicemen	14	18	20	1	1	1	1	1	1
● None	23	15	17	23	16	18	45	37	39

*This incentive was not evaluated in the May 1971 and November 1971 surveys.

more years of service, was endorsed as the best incentive by 12%. Other popular incentives in the June 1972 survey were guaranteed job assignments and post-service employment assistance (9% each). A large bonus of \$1000 for enlisting was endorsed by 3%. A bonus of \$3000 for enlisting with a critical skill was also endorsed by 3% of the June 1972 sample.

Subject to the limitations of comparability between surveys as noted above, the most popular inducement to service in a combat branch in the June 1972 survey was the idea of a guaranteed job assignment (9%). This incentive was regarded as best by 10% of the November 1971 sample and by 6% of the May 1971 sample. In both of the previous surveys, the most popular incentive to enlistment in a combat branch proved to be "a shorter enlistment period". This incentive was endorsed by 11% in May 1971 and again in November 1971. In the June 1972 survey, some 7% endorsed this incentive. In terms of shifts in the popularity of incentives to combat branch enlistment there was negligible change between the various surveys. It is interesting to note that under the combat branch enlistment query some 5% endorsed a \$1000 enlistment bonus as the best incentive, while only 6% endorsed a \$3000 enlistment bonus of critical skills as the best inducement to enlist.

The relationship of various demographic characteristics to endorsing several education/training incentive options under present conditions is given in Table IV-28.

For each incentive, endorsement is most prevalent among the 16-17 year group, and among non-whites. Either pre-service technical training or help in getting a civilian job after service are most highly endorsed by youth in high school or not-in-school status, and by youth from families with incomes under \$8000 per year. Conversely, a fully paid college training incentive appealed to college students and to each income group, while the concept of \$200 per month for either college or technical training appealed to high school youth at both extremes of annual family income—under \$8000 or over \$20,000.

The relationship of various demographic characteristics to endorsing each of two enlistment bonus incentives under present status appears in Table IV-29. These two bonus options both derive most endorsement among 16-17 year old youth, high school students, non-whites, and residents of the South. The appeal is also most pronounced among youth from families with annual incomes of less than \$8000.

In assessing the response of civilian youth to current or potential enlistment bonus incentives, it is useful as a perspective to review the state of knowledge among these youth regarding entry military base pay, and total military compensation (food, lodging, medical/dental care, PX privileges, and retirement benefits in addition to pay). In the June 1972 survey, youth were asked to estimate these amounts for the first time. Their responses suggest confusion. For example, first year military base pay was estimated at between \$3001 and \$3500 by only 13% of the total sample. While only 8% admitted that they did not know the amount, 22% thought the amount was over \$4,000; and

Table IV-28

June 1972 Data

Selected Enlistment Incentives for Skill or Knowledge Acquisition

	Percent Endorsing Each Option			
	Post-Service Employment Assistance	Up to 2 Years of Pre-Service Technical Training	\$200 Per Month Post-Service College/ Technical Training	Fully Paid College Education
Total (16-21)	33	21	33	34
Age				
16-17 years	40	27	38	37
18-19 years	29	18	31	33
20-21 years	28	15	29	32
Race				
White	33	20	33	34
Non-White	38	26	38	36
Education Status				
HS Student	39	25	37	34
College Student	22	11	32	38
Non-Student	35	23	29	31
City Size				
Large Metropolitan	30	17	30	33
Small Metropolitan	34	24	37	35
Non-Metropolitan	38	22	32	35
Geographic Area				
Northeast	27	16	27	28
North Central	34	20	35	36
South	36	24	34	37
West	35	23	36	34
Family Income				
Less than \$8000	38	28	42	34
\$8000-\$13999	34	21	31	37
\$14000-\$19999	35	22	32	37
Over \$20000	26	17	35	36

Table IV-29

June 1972

Selected Bonus Incentives to Enlistment

	Percent Endorsing Each Option	
	\$1000 Bonus	Up to \$3000 Bonus for Special Skills
Total (16-21)	20	22
Age		
16-17 years	26	28
18-19 years	17	19
20-21 years	14	18
Race		
White	19	22
Non-White	26	30
Education Status		
HS Student	25	28
College Student	14	18
Non-Student	18	20
City Size		
Large Metropolitan	18	20
Small Metropolitan	23	24
Non-Metropolitan	19	23
Geographic Area		
Northeast	17	20
North Central	19	22
South	23	26
West	21	20
Family Income		
Less than \$8000	28	33
\$8000-\$13999	21	23
\$14000-\$19999	19	20
Over \$20000	16	19

30% thought the amount was less than \$2500. It may be important to note that 16-17 year olds, high school students, and non-whites were more likely to underestimate entry pay. These key segments of the youth population also provided lower estimates of total military compensation than did other segments of the youth population.

It is also useful to contrast expected first-year civilian income with estimated military entry base pay. While 30% of the total sample estimated entry level military base pay at less than \$2500 per year, only 6% expected to earn less than \$2500 annual salary in the first year of full time civilian employment. However, lower expectations of civilian income were generated by the 16-17 year olds (10%) and non-whites (11%). Thus, the various bonus enlistment options may have appeal due to the fact that younger respondents and non-whites (a) do not expect high civilian earnings and (b) their estimates of military pay (without a bonus) are lower, such that the bonus may represent a substantial increment.

REASONS FOR ENLISTMENT

A projected 33% of the June 1972 sample indicated some possibility of enlisting or joining the military service at some time, while 37% of the November 1971 sample and 40% of the May 1971 survey espoused these positions. These representatives of each survey were then asked to review a list of reasons which influence the decision to enter the service, and to indicate whether each reason indicated strong influence, some influence, or no influence. The percentage citing each reason as a strong influence appears on Table IV-30.

Table IV-30

Reasons Which Exert a Strong Influence on Enlistment

Reasons	Percent Indicating Strong Influence		
	May 71	Nov 71	June 72
I want my choice of branch of Service	45	46	48
For travel, excitement and new experiences	38	41	46
To fulfill my military obligation at a time of my choice	32	31	32
To learn a trade or skill that would be valuable in civilian life	32	37	49
To serve my country	33	28	34
I want an opportunity for advanced education and training	30	32	42
To become more mature and self-reliant	19	23	26
I want to qualify for the G.I. Bill	15	17	19
The over-all benefits: pay, room and board, medical care, & training	9	17	24
To avoid the draft	19	20	18
Career opportunities in the military look better than in civilian life	15	16	22
I want to leave some personal problems behind me	8	6	8

There was considerable agreement between surveys in the influence accorded various reasons for enlistment. The six most important reasons selected logically represent choice and incentives. Choice of branch and choice of when to fulfill the military obligation are very important. Other important reasons for enlistment include travel, trade/skill training,

and the opportunity for advanced education. Patriotism (service to country) was also cited as a major influence in each survey. Among the dramatic shifts in reported influences from May 1971 to June 1972 were increases in the importance attributed to enlistment to learn a trade or skill useful in civilian life (17% increase) and the opportunity for advanced education and training (12% increase). Patriotism showed no trend in endorsement, although a minor increase was noted in enlistment for travel, excitement, and new experiences (8% increase from May 1971 to June 1972).

Secondary reasons for enlistment encompass draft avoidance, the desire for increased maturity, the desire to qualify for the G.I. Bill, and the overall personal benefits (pay, room and board, medical care, etc.). A shift in the latter might have been anticipated between May 1971 and June 1972 and, indeed, 15% more of these key youth endorsed the overall benefits item in June 1972 than in May 1971. An increase was also noted from May 1971 to June 1972 in the percent of youth who attributed enlistment motivation to military career opportunities.

Very few young men attributed a strong influence to enlistment to leave personal problems behind. In each survey, the vast majority (approximately 75%-80%) claimed that this reason would have no influence at all on their decision to enter military service.

ADDITIONAL FINDINGS ON THE IMPACT OF INCENTIVES

A projected 15% of the June 1972 sample reported that they would enlist, given a no-draft environment. It is interesting to evaluate the differential rate of enlistment propensity among youth who endorse each of the various incentives as most likely to induce enlistment. There is extensive variation in these potential enlistment rates, depending on which incentive is selected. Results for each of the structured incentives appear on Table IV-31.

In spite of ambiguity in interpretation of the direction of the relationships involved, these data suggest that the more effective incentives may be (1) post-service employment assistance, (2) up to \$200 per month for post service college or technical training, and/or (3) a "fully paid" college education (before or after service). The other technical training incentives, OCS option, and bonus enlistment options do not appeal to sufficient numbers to appear as effective.

Table IV-31

June 1972 Data

Relative Effectiveness of Selected Incentives

<u>Incentives</u>	<u>Percent endorse- ment as best</u>	<u>Percent willing to enlist among endorsees</u>	<u>Relative effectiveness</u>
● Post service employment assistance	9	27	2.4
● \$200 per month for post-service college or technical training	12	17	2.0
● Up to 2 years of pre-service technical training	3	16	0.5
● Fully paid college education (4 years)	16	13	2.1
● Fully paid technical training (2 years)	3	27	0.8
● Guaranteed job assignments	9	17	1.5
● Comparable military and civilian pay	5	10	0.5
● \$1000 enlistment bonus	3	25	0.8
● Up to \$3000 bonus for special skills	3	23	0.7
● Shorter term of enlistment	5	6	0.3
● Opportunity to enroll in OCS	1	43	0.4
● Chance to change job assignments	3	7	0.2
● Peace-time guarantee of location	6	16	1.0
● Right to live off-base	3	11	0.3
● Better living conditions for single servicemen	1	16	0.2

C. Preference for Specialties in the Combat Arms

Combat branch preferences were explored for the total sample. The engineer corps was most popular in the May 1971, November 1971, and June 1972 surveys. However, most men were undecided or had no preference for one combat branch.

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DIFFERENTIAL PREFERENCE FOR THE COMBAT ARMS

After consideration of potential inducements to enlistment in a combat branch, respondents in each sample were asked to state their combat branch preference. Results are presented in Table IV-32 for the May 1971, November 1971, and June 1972 surveys.

Table IV-32

Preferred Combat Branch			
<u>Options</u>	<u>May 71</u>	<u>Nov 71</u>	<u>June 72</u>
Armored	8	7	8
Artillery	5	6	6
Signal	6	6	6
Engineer	18	23	24
Infantry	6	4	8
Undecided	48	48	42
None	9	6	5
	<u>100</u>	<u>100</u>	<u>100</u>

In each survey, the majority of the respondents were either undecided or had no combat branch preference. Among the available options, the engineer corps was consistently the most popular choice in each survey. The second most popular choice was the armored corps. There was no appreciable shift in preference between surveys.

V. The Active Officer Force

The willingness of college juniors and seniors to volunteer for duty in the active service as an officer was explored in the November 1971 and June 1972 surveys. The reaction to this option under an assumed no draft condition was reasonably consistent between surveys, with approximately 11% expressing a willingness to volunteer in the June 1972 sample, compared to 13% in the November 1971 sample.

PROBABILITY OF VOLUNTEERING FOR ACTIVE SERVICE AS AN OFFICER

The propensity of volunteering for officer duty in the active service was explored for a select group of youth, college men in their junior or senior years. In the June 1972 and November 1971 surveys, this particular college subgroup was asked to estimate the likelihood of their volunteering for duty as an officer, assuming a no-draft condition.¹ Responses from the two surveys are presented for comparison in Table V-1.

Table V-1

Likelihood of Volunteering as an Officer (Assuming No Draft)		
Options	Nov 71	June 72
Definitely enlist	3	3
Probably enlist	10	8
Probably not enlist	23	24
Definitely not enlist	53	61
Don't know or haven't thought about it	11	4
	100	100

Under the assumed no draft condition, 11% of the June 1972 sample of college juniors and seniors indicated that they would volunteer for duty in the active service as an officer. This rate is a slight decrease from the 13% cited in the November 1971 survey.

Table V-2 presents the projected population implied by these results. It should be noted that these estimates of officer input are based on a hypothetical no-draft condition, and that they encompass two years—that is, 1972 for those men who were college seniors in June 1972 or November 1971, and 1973 for those who were college juniors in June 1972 or November 1971.

Table V-2

Projected Volunteering as an Officer				
Likelihood of Enlistment	November 1971		June 1972	
	Population	Percent	Population	Percent
Definitely join	21,000	20	27,000	25
Probably join	83,000	80	80,000	75
	104,000	100	107,000	100

¹ This question was not asked in the May 1971 survey.

It is interesting to note the remarkable similarity in the size of the two projections, given the limited sample sizes upon which they are based.¹

A limited number of demographic analyses were made to determine whether officer enlistment propensity varied by race or residence (Table V-3). No analyses are presented by age or education, due to the preselection of a college junior and senior base.

In the two surveys, there was a major difference in officer volunteer potential based on race. In the November 1971 survey, whites reported a higher likelihood of volunteering as an officer than did non-whites. In the June 1972 survey, the reverse was found. However, the findings in each case were based on a very limited number of cases of non-whites. Results by geographic area were extremely variable from November 1971 to June 1972, with the exception of an consistent, lower rate of expected officer potential among college men in the South.

In general, the need to interpret detailed findings on this topic with caution is apparent, due to the small number of cases involved.

Table V-3

**Likelihood of Volunteering for
Active Service as an Officer
(Assuming No Draft)**

College Juniors and Seniors: "If there were
no draft, how likely is it that you would
volunteer for duty in the Active Service as an
officer?"

	Percent Who Would Definitely or Probably Volunteer	
	Nov 71	June 72
Total	13	11
Race		
White	14	10
Non-White ^a	0	31
City Size		
Large Metropolitan	7	8
Small Metropolitan	16	14
Non-Metropolitan	16	13
Geographic Area		
Northeast	18	8
North Central	15	11
South	9	6
West	10	25

^a Estimate based on a very small number of cases.

¹ The slight increase in the June 1972 projection (107,000 in June compared to 104,000 in November 1971) is attributable to the difference in size of the particular population base (college juniors and seniors) against which the rates of willingness to become an officer were applied.

VI. The Reserve/National Guard

In each survey, the willingness of youth to join the Reserve or National Guard was probed. While the reaction was highly favorable, a consistent, strong draft-motivation effect was found in each survey. Other major inducements to enlistment were skills training and educational benefits, with skills training achieving increasing endorsement over time. Major deterrents to enlistment remain potential civilian job conflicts, insufficient pay, and general anti-military sentiment. New enlistment bonus options received substantial endorsement.

Reserve/National Guard potential remains highest among 16-17-year-olds and high school students.

Between the November 1971 and June 1972 surveys, preference for each of the Services' Reserve/National Guard units decreased slightly. Race differences in willingness to join the Reserve/National Guard which were noted in the May 1971 survey were again in evidence in the June 1972 replication.

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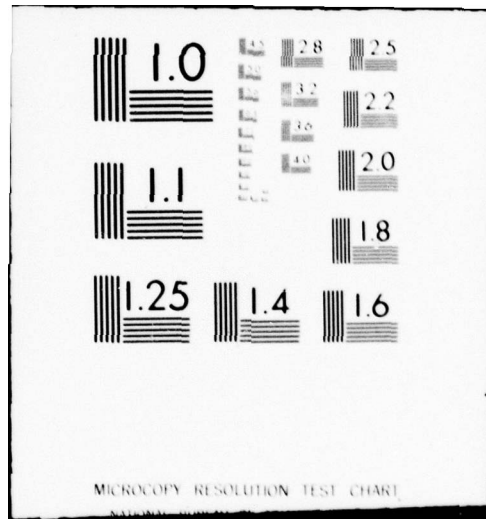
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PROBABILITY OF JOINING THE RESERVE OR NATIONAL GUARD

In each survey, youth were asked to indicate their probability of joining the Reserve or the National Guard. To assure comparability of response each respondent was provided current information about the Reserve and National Guard. In the May 1971 survey, the respondents were told:

"Thus far we have asked you just about active military service. Now we would like to ask you some questions about the Reserve Components. Joining the Reserve or National Guard for six years involves a short period of initial active duty for training, followed by inactive unit training and one 15-day active unit training period per year.

"For the initial active duty for training period (about 6 months), in addition to quarters, food, medical care, and other benefits, the trainee's pay ranges from \$135 to \$150 per month. For inactive unit training (normally one weekend per month), the starting pay is \$20 to \$24 per month (each promotion carries a pay increase). For the two weeks of annual unit training, an enlisted man in the lower grade receives about \$75 to \$125."

In the November 1971 survey, the following changes were made to these instructions. The "trainees pay ranges" were stated to be from \$269 per month to \$299 per month. The "inactive unit training starting pay" was given as \$40 per month with the stipulation that each promotion carries a pay increase. The pay for "two weeks annual unit training in the lower enlisted pay grades" was quoted as about \$140. In the June 1972 survey, additional changes were made in the instructions. The "trainees pay range" was given as \$288 to \$321 per month. The "starting pay for inactive unit training" was given as about \$43 a month. Pay for "two weeks annual unit training" was quoted as "about \$160."

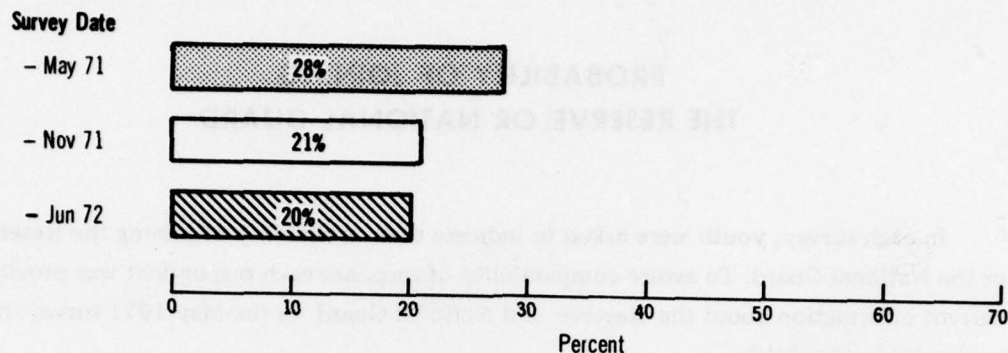
Given this information, each man was asked his likelihood of joining the Reserve or National Guard under each of two conditions:

- If the (present) draft continues, and
- If there were no draft.

In the following graph, responses from the three surveys are compared for the condition assuming a continued draft:

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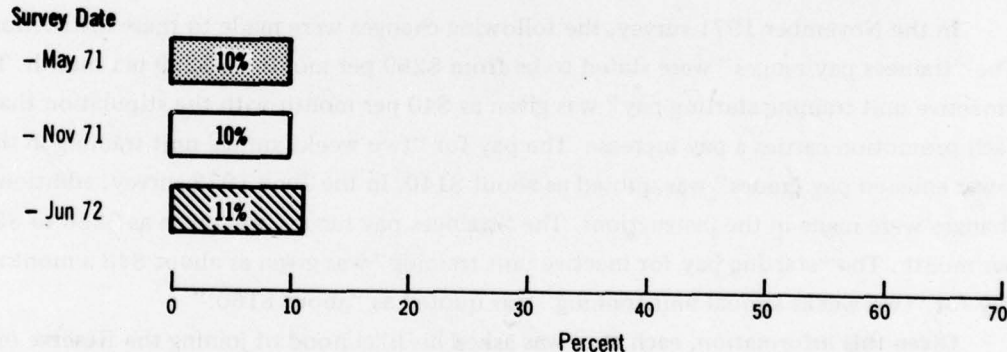
Join the Reserve/National Guard, Assuming a Continued Draft



In the May 1971 survey, 28% expressed a willingness to join the Reserve/National Guard given a continued draft environment, while the rate in November 1971 was 21% and in June 1972 was 20%. Thus, the propensity to join the National Guard or Reserve, under the present (draft) conditions appears to have stabilized.

This finding was repeated under the no-draft assumption. In the following graph, results are presented for the three surveys when a no-draft condition is assumed:

Join the Reserve/National Guard, Assuming No Draft



In the May 1971 survey and November 1971 survey, only 10% expressed a willingness to enlist in the Reserve or National Guard if there were no draft. In the June 1972 survey, the rate was 11%. Thus, in each survey, there was a marked difference in the reported willingness to join the Reserve/National Guard when the condition was changed from an assumed draft environment to a hypothetical no-draft environment.

Demographic correlates of the willingness to join the Reserve/National Guard were explored. Data from the May 1971 survey are presented in Table VI-1. These data are followed by analogous demographic data from the November 1971 survey in Table VI-2, and data from the June 1972 survey in Table VI-3.

Table VI-1

May 1971 Data

Probability of Joining the Reserve or National Guard

	Percent Likely to Join Under Each Condition			
	If Draft Continues		No Draft	
	Def. Join	+ Prob. Join	Def. Join	+ Prob. Join
Total (16-21)	7	21	3	7
Age				
16-17 years	9	25	3	9
18-19 years	6	21	2	6
20-21 years	6	14	2	4
Race				
White	7	20	2	6
Non-White	7	32	6	18
Education Status				
HS Student	9	25	3	8
College Student	8	16	2	5
Non-Student	5	20	3	6
City Size				
Large Metropolitan	7	19	3	5
Small Metropolitan	9	18	3	6
Non-Metropolitan	6	30	3	11
Geographic Area				
Northeast	4	17	2	6
North Central	6	24	3	4
South	9	25	4	9
West	10	16	1	7

In the May 1971 survey, major support for the National Guard/Reserve originated among the 16-17 year olds, independent of the draft condition. Residents of the South were slightly more favorable toward Reserve affiliation under the continued draft condition than were residents of other areas. The National Guard/Reserve appeared to have recruitment potential among non-whites. Under a no-draft condition, the rate of "definitely joining" was 6% for non-whites, but only 2% for whites. The latent support from non-whites also showed in the differential "probably join" rate for the two racial subgroups under the no-draft condition.

Table VI-2

November 1971 Data

Probability of Joining the Reserve or National Guard

	Percent Likely to Join Under Each Condition				
	If Draft Continues			No Draft	
	Def. Join	+ Prob. Join		Def. Join	+ Prob. Join
Total (16-21)	6	15		3	7
Age					
16-17 years	6	19		3	11
18-19 years	5	14		3	5
20-21 years	6	10		1	3
Race					
White	6	15		2	7
Non-White	6	16		4	10
Education Status					
HS Student	7	19		4	12
College Student	5	11		2	3
Non-Student	6	13		2	4
City Size					
Large Metropolitan	7	16		2	7
Small Metropolitan	5	15		3	7
Non-Metropolitan	4	14		2	8
Geographic Area					
Northeast	5	14		2	7
North Central	5	14		2	6
South	7	17		3	8
West	6	15		4	8

The November 1971 findings are in general agreement with those of May 1971. However, Reserve potential among non-whites and in non-metropolitan areas is less evident in the November 1971 survey than it was in the May 1971 survey.

Table VI-3

June 1972 Data

Probability of Joining the Reserve or National Guard

	Percent Likely to Join Under Each Condition			
	If Draft Continues		No Draft	
	Def. Join +	Prob. Join	Def. Join +	Prob. Join
Total (16-21)	5	15	2	9
Age				
16-17 years	7	19	3	13
18-19 years	4	14	2	8
20-21 years	4	10	2	4
Race				
White	5	14	2	8
Non-White	8	22	3	14
Educational Status				
HS Student	7	20	3	12
College Student	4	9	1	3
Non-Student	3	14	2	9
City Size				
Large Metropolitan	5	14	2	7
Small Metropolitan	5	16	2	12
Non-Metropolitan	6	15	2	7
Geographic Area				
Northeast	6	14	2	8
North Central	5	12	2	8
South	6	20	3	8
West	4	13	1	8

The June 1972 survey findings are in general agreement with the results of the two previous surveys. Evidence of differential reserve potential among non-whites and in the 16-17 year old age group and high school segment is again noteworthy. The finding of Reserve potential among non-students under a no-draft condition in the June 1972 survey agrees with data from the May 1971 survey.

BRANCH OF SERVICE PREFERENCE

A majority of respondents in each survey expressed a positive attitude toward Reserve/National Guard affiliation under one of several incentive conditions. These respondents (only) were then asked their service preference. Results for the three surveys are shown in Table VI-4.

Table VI-4

Branch-of-Service Preference			
<u>Branch</u>	<u>Percent Preferring Branch</u>		
	<u>May 71^a</u>	<u>Nov 71^b</u>	<u>June 72^c</u>
Army National Guard	8	6	6
Army Reserve	8	6	5
Navy Reserve	18	13	11
Air Force National Guard	6	9	6
Air Force Reserve	13	15	11
Marine Corps Reserve	4	5	4
Coast Guard Reserve	6	6	5
No preference	13	11	23
No answer	<u>25</u>	<u>29</u>	<u>30</u>
	101	100	100

^aBased on 87% of the sample.

^bBased on 90% of the sample.

^cBased on 91% of the sample.

In the June 1972 survey, the combined National Guard/Reserve totals by service were (1) Air Force (17%); (2) Navy (11%); and (3) Army (11%). The Marine Corps and Coast Guard received less than 5% preference. There was a substantial increase in the "no preference" response.

Differences between demographic groups in their preference for either the Reserve or the National Guard are presented in Table VI-5 for the May 1971 survey, Table VI-6 for the November 1971 survey, and Table VI-7 for the June 1972 survey. In the June 1972 and the November 1971 surveys there was negligible difference between demographic subgroups in selection of either the Army reserve or Army National Guard. The Navy Reserve was slightly more frequently cited by 16-17 year olds and high school students in each of the three surveys.

Table VI-5

May 1971 Data

Preferred Branch of Service: Reserve/National Guard**"What branch of Service would you join?"**

	<u>Percent Preferring Branch</u>					
	<u>National Guard</u>	<u>Army + Reserve</u>	<u>Navy Reserve</u>	<u>National Guard</u>	<u>Air Force + Reserve</u>	<u>USMC Reserve</u>
Total (16-21)	8	8	18	6	13	4
Age						
16-17 years	11	10	22	6	13	4
18-19 years	5	6	16	6	13	4
20-21 years	6	8	13	7	12	3
Race						
White	8	8	18	6	12	4
Non-White	4	6	17	4	27	7
Education Status						
HS Student	11	10	25	6	15	5
College Student	4	6	12	7	15	4
Non-Student	6	8	12	6	9	3
City Size						
Large Metropolitan	8	9	17	6	14	4
Small Metropolitan	4	6	16	6	13	4
Non-Metropolitan	11	9	21	8	11	3
Geographic Area						
Northeast	3	9	23	5	9	1
North Central	8	8	15	5	16	4
South	11	8	17	6	15	6
West	7	8	16	10	11	4

Table VI-6

November 1971 Data

Preferred Branch of Service: Reserve/National Guard

"What branch of Service would you join?"

	Percent Preferring Branch					
	National Guard	Army + Reserve	Navy Reserve	National Guard	Air Force + Reserve	USMC Reserve
Total (16-21)	6	6	13	9	15	5
Age						
16-17 years	6	6	15	7	16	7
18-19 years	5	6	11	10	15	5
20-21 years	6	6	12	9	12	3
Race						
White	6	6	14	9	15	5
Non-White	2	6	8	10	16	9
Education Status						
HS Student	7	6	16	9	16	6
College Student	4	8	12	9	14	3
Non-Student	5	5	11	8	14	6
City Size						
Large Metropolitan	5	6	15	8	14	6
Small Metropolitan	6	8	13	8	16	5
Non-Metropolitan	7	5	9	10	14	5
Geographic Area						
Northeast	5	7	13	6	17	4
North Central	7	6	12	9	14	4
South	6	8	15	11	15	6
West	4	4	13	8	14	6

Table VI-7

June 1972 Data

Preferred Branch of Service: Reserve/National Guard

"What branch of Service would you join?"

	Percent Preferring Branch							
	Army			Air Force			USMC Reserve	
	National Guard	+	Reserve	Navy Reserve	National Guard	+		Reserve
Total (16-21)	6		4	11	6		11	5
Age								
16-17 years	6		5	16	7		13	6
18-19 years	7		4	10	4		9	4
20-21 years	6		5	6	5		12	1
Race								
White	7		5	11	6		11	4
Non-White	5		6	10	4		15	7
Education Status								
HS Student	7		6	15	6		12	6
College Student	4		3	7	5		10	2
Non-Student	8		5	10	5		11	3
City Size								
Large Metropolitan	6		5	11	5		11	4
Small Metropolitan	7		3	13	6		11	5
Non-Metropolitan	7		7	9	6		13	2
Geographic Area								
Northeast	7		4	13	4		8	4
North Central	6		5	11	5		12	3
South	8		6	12	7		14	4
West	3		3	10	5		12	3

Neither the Air Force National Guard nor the Air Force Reserve showed particular consistent differential demographic support across the three surveys.

The Marine Corps Reserve also was not differentially endorsed by any of the demographic subgroups, although the non-white preference rate was slightly higher in each of the three surveys. This finding also held for the Air Force Reserve.

INDUCEMENTS TO RESERVE AFFILIATION

Each respondent in the three surveys was provided a list of possible conditions which might induce him to join the Reserve. He could select as many as he wished. The overall rate of endorsement for each condition is given in Table VI-8 for the May 1971, November 1971, and June 1972 survey administrations.

Table VI-8

Conditions of Inducement for Reserve Affiliation			
"What conditions of Reserve affiliation listed on this card would cause you to enlist?"			
<u>Condition</u>	<u>Percent Choosing Each Condition</u>		
	<u>May 71</u>	<u>Nov 71</u>	<u>June 72</u>
Training in skills that could be used in civilian life	26	31	36
Opportunity for advancement in the Reserves	6	4	6
Educational benefits	28	31	33
Association with friends	7	8	9
Patriotic duty	12	9	9
Supplement income	17	17	20
Avoid being drafted	40	40	34
Other (WHAT?) "None"	15	11	10

In each survey, the three most popular choices were (a) avoid being drafted, (b) educational benefits, and (c) training in skills applicable in civilian life. There was a decrease of 6% in draft avoidance mention from November 1971 to June 1972. Also, there was an appreciable shift in endorsement of skills training across the three surveys. Also showing a slight increase over the period of the three surveys was the inducement of educational benefits.

Selected demographic correlates of citing certain inducements to Reserve affiliation were also investigated. Results are reported in Table VI-9 for the June 1972 survey.* The condition of draft avoidance was cited by members of all demographic subgroups. However, in both the June 1972 survey and the May 1972 survey, it was more frequently cited by college students and less by non-whites. In the November 1971 replication, these differences were not in evidence.

*For May 1971 data, see the table on page V-10 of the initial report of this series. For November 1971 data, see the table on page 99 of the second report (CR-D7-72-16) of this series.

Table VI-9

June 1972 Data

Selected Inducements for Reserve Affiliation

	Percent Choosing Condition		
	Skills Training (Civilian appl.)	Educational Benefits	Avoid Being Drafted
Total (16-21)	36	33	34
Age			
16-17 years	44	39	34
18-19 years	31	30	36
20-21 years	30	30	33
Race			
White	36	33	34
Non-White	38	40	31
Education Status			
HS Student	45	38	34
College Student	27	34	36
Non-Student	33	28	32
City Size			
Large Metropolitan	30	32	34
Small Metropolitan	41	35	30
Non-Metropolitan	39	35	40
Geographic Area			
Northeast	31	33	39
North Central	40	37	32
South	36	30	30
West	37	34	39

In the June 1972 survey, educational benefits were a positive inducement to 33% overall. Chief support came from 16-17 year olds (39%), and from non-whites (40%).

Skills training applicable to civilian life was endorsed by 36% overall. Chief support for this inducement originated among 16-17 year olds (44%), and high school students (45%).

In summary, educational benefits and skills training applicable to civilian life continue to appear as promising recruitment themes to attract younger men to Reserve affiliation. Additional research on detailed inducement options is relevant, and these results are presented next.

DETAILED INDUCEMENTS FOR ATTRACTING MEN NOT PREDISPOSED TO RESERVE/NATIONAL GUARD AFFILIATION

Given the present draft, 72% of the May 1971 survey and 79% of the November 1971 and June 1972 surveys said they would not join the Reserve or National Guard (or did not know whether they would join). Under a no-draft condition, the rate was 90% in the May and November 1971 surveys and 89% in the June 1972 survey. A series of specific enlistment incentives was presented to only these men. They were asked whether they would enlist given various inducements. Their responses are shown for the three survey administrations, first for the condition of the present draft (Table VI-10) and the for the no-draft condition (Table VI-11).

Table IV-10

Reserve or National Guard Affiliation Inducements (Assuming Present Draft Conditions)			
<u>Enlistment Incentives</u>	<u>Percent Stating Preference</u>		
	<u>May 71</u>	<u>Nov 71</u>	<u>June 72</u>
• A lump sum enlistment bonus of \$600	12	18	14
• Pay at approximately 50% increase in lower grades from what it is now	17	20	22
• Full-time insurance coverage (\$15,000 at \$3 cost per month)	20	22	24
• Quarters allowance for dependents during initial active duty training (\$60 per month for one dependent)	14	18	17
• Educational benefits to a maximum value of \$2,000 for six years service, payable in segments of \$500 after each year of satisfactory performance in a unit and successful completion of each segment of schooling	32	29	31
• Cancellation of up to 50% of National Defense Education Act student loan	15	12	14
• Shorten period of initial active duty training (from 4-6 months to 2-4 months, as an example)	27	31	32
• Modification of the six-year service enlistment option to permit transfer from a unit to the Individual Ready Reserve (IRR) after 3 years. (The IRR has no weekend training and only about 5% of all members are selected each year for annual active training.	20	21	23
• NONE would cause me to enlist	53	51	47

Table VI-11

**Reserve or National Guard Affiliation Inducements
(Assuming No Draft)**

Enlistment Incentives	Percent Stating Preference		
	May 71	Nov 71	June 72
• A lump sum enlistment bonus of \$600	10	14	12
• Pay at approximately 50% increase in lower grades from what it is now	12	16	16
• Full-time insurance coverage (\$15,000 at \$3 cost per month)	15	17	18
• Quarters allowance for dependents during initial active duty training (\$60 per month for one dependent)	12	13	13
• Educational benefits to a maximum value of \$2,000 for six years service, payable in segments of \$500 after each year of satisfactory performance in a unit and successful completion of each segment of schooling	26	23	22
• Cancellation of up to 50% of National Defense Education Act student loan	13	9	11
• Shorten period of initial active duty training (from 4-6 months to 2-4 months, as an example)	20	22	20
• Modification of the six-year service enlistment option to permit transfer from a unit to the Individual Ready Reserve (IRR) after 3 years. (The IRR has no weekend training and only about 5% of all members are selected each year for annual active training)	15	16	15
• NONE would cause me to enlist	62	64	62

In general, the specified potential inducements did not influence the majority of non-joiners to change their mind about joining the Reserve or National Guard. However, the attraction of the inducements appears to be increasing. Under the present draft condition, only 47% of the June 1972 non-joiners reported that they would not join, even given these inducements. The same reaction was given by 51% of November 1971 non-joiners, and by 53% of May 1971 non-joiners.

Under an assumed no-draft condition, 62% of both the June 1972 non-joiners and May 1971 non-joiners indicated that they would not join the Reserve/National Guard, given any of these inducements. The corresponding rate among November 1971 non-joiners was 64%.

Regardless of draft condition or time of survey, the most endorsed inducements were:

- (1) Educational benefits, and
- (2) Shorter initial active duty training time.

There is some evidence of a positive trend in endorsement of the concept of full-time paid insurance coverage, across the three surveys.

Demographic correlates of the two most popular incentives appear in Table VI-12 for the June 1972 survey.

Table VI-12

June 1972 Data

**Selected Enlistment Incentives for Men Not Originally
Willing to Join the Reserve or National Guard**

	Percent Choosing Incentive Under Each Condition			
	Present Draft Condition		No-Draft Condition	
	Educational Benefits	Shorter Initial Training	Educational Benefits	Shorter Initial Training
Total (16-21)	31	32	22	20
Age				
16-17 years	41	43	31	27
18-19 years	26	27	18	15
20-21 years	24	24	17	16
Race				
White	30	31	22	20
Non-White	39	40	25	20
Education Status				
HS Student	40	40	32	27
College Student	24	24	15	16
Non-Student	26	29	18	15
City Size				
Large Metropolitan	29	29	21	17
Small Metropolitan	31	33	24	23
Non-Metropolitan	33	36	23	20
Geographic Area				
Northeast	27	29	18	17
North Central	29	33	24	20
South	35	33	24	21
West	31	33	24	21

Educational benefits are most frequently endorsed by the 16-17 year olds, and by high school students, under both draft and no-draft conditions. Higher support was also given by non-whites.

A shorter initial training period is also endorsed more frequently by high school students and 16-17 year old segments of the youth population, than by the other segments of this population.

FIRST PREFERRED ENLISTMENT INCENTIVE

Each respondent in each of the surveys was also asked to indicate his first preference from the previous list of potential incentives to Reserve/National Guard affiliation.

The choice previously selected on an absolute basis in each survey, educational benefits, was also selected on this ranking basis. Results for the first preference ranking appear in Table VI-13 for the May 1971, November 1971, and June 1972 surveys.

Table VI-13

Incentives	Percent Choosing Incentives		
	May 71	Nov 71	June 72
• A lump sum enlistment bonus of \$600	7	11	8
• Pay at approximately 50% increase in lower grades from what it is now	8	10	10
• Full-time insurance coverage (\$15,000 at \$3 cost per month)	5	6	9
• Quarters allowance for dependents during initial active duty training (\$60 per month for one dependent)	3	3	4
• Educational benefits to a maximum value of \$2,000 for six years service, payable in segments of \$500 after each year of satisfactory performance in a unit and successful completion of each segment of schooling	17	24	22
• Cancellation of up to 50% of National Defense Education Act student loan	2	2	4
• Shorten period of initial active duty training (from 4-6 months to 2-4 months, as an example)	11	13	11
• Modification of the six-year service enlistment option to permit transfer from a unit to the Individual Ready Reserve (IRR) after 3 years. (The IRR has no weekend training and only about 5% of all members are selected each year for annual active training.)	5	5	6
• NONE would cause me to enlist	38	26	26
• No answer	4	<1	..
	100	100	100

Between November 1971 and June 1972, a 3% decrease is noted in endorsement of the \$600 enlistment bonus. Also, a 3% increase was noted in endorsement of the full-time insurance coverage incentive. With these exceptions, there was no appreciable shift in incentive preferences from November 1971 to June 1972.

THE EFFECT OF INCENTIVES IN COMBINATION

In each survey, respondents who said they would not join the Reserve, either initially or after being offered the preceding options, were then asked if they would join given any two incentives in the list.

The offer of any two incentives did not attract additional candidates in any of the surveys.

In the June 1972 survey, 94% of the non-joiners said that they would not join the Reserve or National Guard, even given their choice of any two of the potential incentives to affiliation.

In the November 1971 survey, under the present draft condition, 95% said they would not join the Reserve or National Guard, even given their choice of any two of the potential incentives. Under the no-draft condition, 93% indicated that they would not join, given two incentives.

In the May 1971 survey, under the draft condition, 97% said they would not join, even given two incentives. For the no-draft condition, 96% said they would not join, given two options.

ASSESSMENT OF NEW POTENTIAL BONUS ENLISTMENT INCENTIVES

In the June 1972 survey, respondents were asked for the first time whether they would join the Reserve or National Guard, given one of the following potential enlistment bonus conditions:

- Would you join a Reserve or National Guard unit involving 48 meetings (or 12 weekends) a year plus a 2-week summer camp, if you were offered an enlistment bonus of up to \$1,000?
- Would you join a Reserve or National Guard unit involving 48 meetings (or 12 weekends) a year plus a 2-week summer camp, if you were offered an enlistment bonus of up to \$2,200 for having a skill that was in short supply?

Table VI-14 presents responses on these two options for the total June 1972 sample, with these results compared to responses under the assumed "continued draft" condition and "no-draft" condition as described at the beginning of this section.

Table VI-14

June 1972 Data

Join the Reserve/National Guard Under Various Assumed Conditions				
	Assumed Conditions		Bonus Options	
	Continued Draft	Assumed No-Draft	\$1100 Bonus	\$2200 Skill-Related Bonus
Definitely join	5%	2%	5%	11%
Probably join	15%	9%	20%	26%
Total	20%	11%	25%	37%

Among the noteworthy findings in the previous table is the apparent impact which might be realized from implementation of an \$1100 enlistment bonus for Reserve/National Guard affiliation. Substantially more endorsement was accorded the \$2200 bonus for special skills than the \$1100 bonus.

However, it is essential to evaluate the demographic characteristics of youth to whom these potential enlistment bonus options appeal. The data in Table VI-15 suggest that the probability of Reserve affiliation varied by age groups. Regardless of bonus options, the 16-17 year olds expressed more willingness to enlist in the Reserve or National Guard than did the older segments of the youth population.

High school students appeared to be more favorable towards joining a Reserve unit under these bonus options. In terms of race, non-whites showed a much stronger recruitment

potential than whites, given these enlistment bonus options. Residents of the South and Northeast more strongly endorsed the concept of the \$2200 skill-related bonus in terms of reported inclination to definitely join, given such a bonus.

Table VI-15

June 1972 Data

**Probability of Joining the Reserve or
National Guard Under Two Bonus Options**

	Percent Likely to Join Under Each Option			
	\$1100 Bonus		\$2200 Skill-Related Bonus	
	Def. Join	+ Prob. Join	Def. Join	+ Prob. Join
Total (16-21)	5	20	11	26
Age				
16-17 years	8	26	14	32
18-19 years	5	16	11	22
20-21 years	2	17	7	23
Race				
White	5	20	10	26
Non-White	8	26	20	26
Education Status				
HS Student	9	26	15	31
College Student	2	12	5	17
Non-Student	4	20	11	27
City Size				
Large Metropolitan	6	17	10	23
Small Metropolitan	5	23	12	28
Non-Metropolitan	4	22	12	29
Geographic Area				
Northeast	5	21	14	24
North Central	4	21	7	30
South	8	21	14	27
West	4	18	9	22

Analyses were also made of the impact of the enlistment bonus options in terms of the employment and family income status of the youthful respondent. As Table VI-16 indicates, the bonus options were not differentially attractive to youth by current employment status, although youth employed part-time showed a slightly more favorable response. Substantial variation in endorsement was noted as a function of family income, with endorsement inversely related to annual family income.

Table VI-16

June 1972 Data

**Probability of Joining the Reserve or
National Guard Under Two Bonus Options**

	Percent Likely to Join Under Each Condition	
	\$1100 Bonus	\$2200 Skill-Related Bonus
Total (16-21)	25	37
Employment Status		
Full Time	26	39
Part Time	27	40
Not Employed	23	34
Annual Family Income		
Under \$8,000	31	43
\$8,000-\$13,999	27	41
\$14,000-\$19,999	26	36
Over \$20,000	17	27

DETERRENTS TO RESERVE AFFILIATION

In each survey, each respondent was given a list of conditions which might deter enlistment in the Reserve. He was asked to state which conditions would deter him from Reserve affiliation. Results for the May 1971, November 1971, and June 1972 surveys appear in Table VI-17.

Table VI-17

Deterrents to Reserve Affiliation			
"What conditions of RESERVE affiliation would deter you from enlisting?"			
<u>Deterrent</u>	<u>Percent Naming Each Deterrent</u>		
	<u>May 71</u>	<u>Nov 71</u>	<u>June 72</u>
● Insufficient pay	25	28	31
● Employer would object to absence for annual training	9	13	13
● Conflict with civilian job	26	33	35
● Family would object to time away from home	11	14	15
● Weekend training requirement	16	24	21
● Attitude of friends toward military	4	6	8
● I don't want any part of the military	42	42	35

In each survey, the most frequently cited deterrents were (a) not wanting any part of the military, (b) conflict with a civilian job, and (c) insufficient pay. Other potential deterrents were cited by small percentages of respondents. There were several interesting shifts between May 1971 and June 1972. Although the interpolated military pay increase was applicable to the Reserve/National Guard, there was actually a small increase in the percentage regarding insufficient pay as a deterrent to affiliation with the Reserve over the three surveys. Conflict with civilian job also showed evidence of a trend in increased mention over time. Demographic correlates of endorsing the major deterrents were explored for the June 1972 survey (Table VI-18).

Rejection of the military (and hence the Reserve/National Guard) appeared most prevalent among youth 18 years or older. It was least prominent among residents of the South. But this deterrent was not cited by the prime potential Reserve/National Guard recruiting population—the 16-17 year olds and high school students. For this target group, insufficient pay is the major deterrent reported. These results are consistent with the findings of the May 1971 and November 1971 surveys.

Table VI-18

June 1972 Data

Selected Deterrents to Reserve Affiliation

	Percent Naming Deterrent		
	Went No Part of Military	Civilian Job Conflict	Insufficient Pay
Total (16-21)	35	35	31
Age			
16-17 years	27	37	41
18-19 years	39	33	27
20-21 years	41	33	20
Race			
White	35	35	29
Non-White	31	28	47
Education Status			
HS Student	27	37	40
College Student	44	34	26
Non-Student	37	32	23
City Size			
Large Metropolitan	39	32	27
Small Metropolitan	31	35	34
Non-Metropolitan	33	39	32
Geographic Area			
Northeast	39	32	28
North Central	33	41	29
South	32	32	33
West	36	32	32

Insufficient pay as a deterrent was also cited more frequently by non-whites than by whites. Civilian job conflict as a deterrent was most frequently mentioned by 16-17 year olds and high school students. In the June 1972 survey, only 8% of high school students were employed on a full-time basis, although an additional 50% reported some part-time work.

VII. Alternative Concepts in Military Service

An evaluation was made of the reaction of youth to the concepts of an all-volunteer force and compulsory national service. For comparison, the present draft system was also assessed. American youth overwhelmingly endorsed the concept of an all-volunteer military service in each of the surveys. A slight decline in endorsement of the concept of compulsory national service was noted in June 1972 compared to November 1971.

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ALTERNATIVE CONCEPTS IN MILITARY SERVICE

In each survey, each respondent was asked whether he favored one of four alternatives for maintaining the armed services. The alternatives were (a) an all-volunteer military service, (b) compulsory national service for men, (c) compulsory national service for both men and women, and (d) the present draft system. Alternatives were presented one at a time, for absolute evaluation. The choices were presented under two conditions:

- At present, and
- During peacetime.

Endorsements of each of the four alternatives, for each condition, are shown in Table Table VII-1 for the three surveys.

Table VII-1

Alternatives	Alternative Concepts in Military Service					
	Percent Endorsing Concept					
	At Present			During Peacetime		
	May 71	Nov 71	June 72	May 71	Nov 71	June 72
Compulsory national service for men and women	16	21	19	18	21	18
Compulsory national service for men only	20	22	18	15	18	14
An all-volunteer military service	72	75	76	82	84	84
Continuation of the present military service draft system	22	23	25	15	14	13

In each survey, the all-volunteer concept was the preferred alternative. In June 1972, 76% endorsed this approach at present, while in November 1971, 75% endorsed it. The rate in May 1971 was 72%. Under an assumed peacetime condition, over 80% preferred the all-volunteer concept in each survey.

There was no shift of consequence in endorsement of the four alternatives between June 1972 and November 1971. The largest change (a decrease of 4%) occurred for universal compulsory national service, for men, under both the "at present" condition and the assumed peacetime condition. It is interesting to note the recent decrease in endorsement

of the compulsory service concept, particularly in view of the findings from Section II which suggested a recent increase in personal freedom/life style expression.

In general, the all-volunteer force under present conditions was endorsed by the majority of June 1972 respondents, independent of their demographic (subgroup) membership (Table VII-2). Over 70% of all subgroups endorsed the concept, under present conditions. The great majority of respondents of the Northeast (83%) endorsed the all-volunteer concept. Conversely, the draft received the least support in the Northeast (14%). There was some differential demographic support for the concept of a compulsory national service for men, with the rates of high endorsement emanating from non-whites, 16-17 year olds, and high school student segments.

The appeal of the all-volunteer force to all demographic groups in the June 1972 survey was consistent with results of the November 1971 survey and the May 1971 survey.

Table VII-2
Alternative Concepts in Military Service

	June 1972			November 1971			May 1971
	All	White	Black	All	White	Black	
All-volunteer force	71	71	71	71	71	71	71
Compulsory national service for men only	20	20	20	20	20	20	20
Compulsory national service for men and women	10	10	10	10	10	10	10
Compulsory national service for men and women (16-17 year olds)	10	10	10	10	10	10	10
Compulsory national service for men and women (high school students)	10	10	10	10	10	10	10
Compulsory national service for men and women (non-whites)	10	10	10	10	10	10	10
Compulsory national service for men and women (16-17 year olds and high school students)	10	10	10	10	10	10	10
Compulsory national service for men and women (16-17 year olds and high school students and non-whites)	10	10	10	10	10	10	10

In June 1972, the all-volunteer concept was the preferred alternative. In June 1972, 71% endorsed the concept at present, while in November 1971, 71% endorsed it. The rate in May 1971 was 71%. There is a general pattern of endorsement, over 70% endorsed the all-volunteer concept in each survey.

There was no shift of endorsement in endorsement of the four alternatives between June 1972 and November 1971. The largest change in endorsement of 4% occurred for universal compulsory national service for men and women, which had the "at present" condition and the "at present" condition. It is interesting to note the recent decrease in endorsement

Table VII-2

November 1971 Data

Alternative Concepts in Military Service

"Much has been said and debated regarding the military draft and national service. [Here is a list of] various alternatives for maintaining the armed services. [Would you] be in favor of that alternative at the present time."

	<u>Percent Favoring Concept</u>		
	<u>Compulsory National Service (Men)</u>	<u>All-Volunteer Military Service</u>	<u>Continued Present Draft System</u>
Total (16-21)	18	76	25
Age			
16-17 years	26	73	29
18-19 years	15	78	23
20-21 years	12	78	21
Race			
White	17	76	24
Non-White	32	72	34
Education Status			
HS Student	27	73	29
College Student	8	76	18
Non-Student	16	79	25
City Size			
Large Metropolitan	16	77	20
Small Metropolitan	24	72	31
Non-Metropolitan	15	78	24
Geographic Area			
Northeast	14	83	14
North Central	19	75	27
South	22	70	33
West	18	80	22

VIII. Exposure to the Military

In surveys conducted in May 1971, November 1971 and June 1972, American youth reported substantial exposure to the military services, either personally or as a result of advertising and public relations efforts.

Approximately half of each sample reported visiting a military installation, meeting a recruiter, or receiving recruiting literature.

High levels of direct personal contact with military personnel were also reported. The majority in both surveys reported that their father was or had been in the service, or that they had a close friend currently in military service. Approximately one-fifth indicated that they had a brother in service, now or in the past.

The recruiter and television were reported as more effective in influencing enlistment decisions in each survey. Evidence of a slight increase in recruiter exposure was noted in the June 1972 survey.

MILITARY EXPOSURE

In each survey, each respondent was asked if he had ever visited a military installation, received recruiting literature, or been in contact with a recruiter. Results are shown in Table VIII-1.

Table VIII-1

	Percent Reporting Exposure		
	May 71	Nov 71	June 72
Ever received mailed recruiting literature	55	56	59
Ever visited a military installation	49	47	44
Ever come in contact with a recruiter	48	45	51

In each survey, the majority reported having received military recruiting literature through the mails. Approximately half of each sample reported visiting a military installation or coming into contact with a military recruiter, either at school or somewhere else.

There was no appreciable shift in these indices of military exposure between May 1971 and November 1971. However, respondents in the June 1972 sample reported higher rates of receipt of recruiting literature and of recruiter contact, and a lower rate of visiting a military installation.

In the June 1972 survey, age was strongly related to exposure to the military as measured by these various indices, with 16-17 year olds consistently reporting lower exposure rates on each index (Table VIII-2).

Differences in exposure by race were also noted. While the May 1971 survey found that reported recruiter contact was essentially equivalent between races, more whites reported recruiter contact in both the June 1972 survey and the November 1971 survey. In each survey, the rates of reported receipt of recruiting literature varied considerably, with far more mention by whites than non-whites. Also, a higher rate of reported installation visits was provided by whites than by non-whites in each of the surveys performed to date.

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Table VIII-2

June 1972 Data

Contact With the Military

(Selected Items)

	Percent Reporting Type of Contact		
	Visited a Military Installation	Ever in Contact with Recruiter	Ever Received Recruiting Literature
Total (16-21)	44	51	59
Age			
16-17 years	41	37	35
18-19 years	44	56	72
20-21 years	48	67	76
Race			
White	45	52	60
Non-White	33	46	48
Education Status			
HS Student	43	38	39
College Student	52	54	75
Non-Student	40	65	70
City Size			
Large Metropolitan	38	48	56
Small Metropolitan	51	52	61
Non-Metropolitan	47	57	60
Geographic Area			
Northeast	44	51	62
North Central	39	53	57
South	43	49	55
West	55	52	63

PERSONAL CONTACT

In each survey, the extent of personal contact with men in the service was explored. Each respondent was asked if he had a close friend in Service, or if his father or brother(s) had ever served. Results from each survey showed high rates of personal contact with the military (Table VIII-3).

Table VIII-3

Rates of Personal Contact with the Military

	Percent Reporting Contact		
	May 71	Nov 71	June 72
Close friends now in Service	65	57	59
Father in Service			
- Now	2	2	1
- In the past	63	70	70
	65	72	71
Brother(s) in the Service	19	21	20

In each survey, the majority of youth reported either (a) a father who had served in the military, and/or (b) a close friend now in service. About one-fifth of each of the samples reported a brother who served in the military.

There were minor differences between the May 1971 and November 1971 surveys and the June 1972 survey in these reported rates of personal contact with the Service. The mention of "close friends in the Service" declined in the more recent surveys, while the mention of "father in Service" increased.

In the June 1972 survey, age was inversely related to having close friends in service (Table VIII-4). Among 20-21 year olds, almost 70% reported a close friend in service. The rate for non-students was also quite high. These results are consistent with findings from the November 1971 sample.

Race was also strongly related to having a father in the service. More whites reported that their fathers had served in the military than did non-whites. In terms of current service, there was no appreciable difference.

Table VIII-4

June 1972 Data

Friends or Relatives in the Service

(Friends, now; Brother(s) or Father, now or in the past)

Percent Reporting Personal Contact

	Close Friends	Father Now + Past	Brother(s)
Total (16-21)	59	1 70	20
Age			
16-17 years	49	2 70	20
18-19 years	62	1 71	20
20-21 years	69	2 71	21
Race			
White	59	1 72	20
Non-White	57	3 53	19
Education Status			
HS Student	51	1 72	20
College Student	62	1 72	19
Non-Student	66	2 67	20
City Size			
Large Metropolitan	57	2 72	18
Small Netropolitan	62	1 73	22
Non-Metropolitan	58	1 64	20
Geographic Area			
Northeast	61	1 73	22
North Central	54	1 71	21
South	62	2 66	18
West	59	1 74	20

ADVERTISING EXPOSURE

In each survey, selected media were evaluated in terms of any reported exposure to recruiting information. Results for each medium appear in Table VIII-5 for the May 1971, November 1971, and June 1972 surveys.

Table VIII-5

Medium	Percent Reporting Exposure		
	May 71	Nov 71	June 72
Recruiting literature (other than mail)	20	20	20
Posters	58	61	59
Television	78	74	73
Radio	56	47	42
Magazine/Newspaper	53	56	54
Recruiter in person	31	31	33
Recruiter by telephone	7	8	9

In each survey, the most frequently cited medium was TV¹, followed by posters and magazines/newspapers. There was a slight decrease in the rate of TV and radio exposure from May 1971 to November 1971 and this decline continued into June 1972. There was a slight increase in the level of mention of recruiter contact from November 1971 to June 1972.

Selected demographic correlates of media exposure were explored for the major media of military recruiting information for the May and November 1971 surveys, and the June 1972 survey. Results are shown in Tables VIII-6, VIII-7, and VIII-8.

In the June 1972 survey, television exposure was reported by each year group. In terms of education, TV was least cited by non-students—but the rate was still 66%. TV showed identical reported exposure by race.

In the June 1972 survey, radio and print (magazines/newspapers) showed no racial differences in reported exposure. This result is not consistent with May 1971 and November 1971 findings in which more whites reported exposure to radio and to print advertising than did non-whites.

¹ During the period of the June 1972 survey there was no paid recruiting advertising on television. Hence, the reported level of exposure is the result of (a) recall of previous TV advertising, (b) public service messages on TV, or (c) inaccuracy in reporting.

Table VIII-6

May 1971 Data

Exposure to Recruiting Information

(Major Media)

"Other than through the mail, by what other means of communication have you been exposed to Military Recruiting information?"

Percent Reporting Exposure

	Television	Posters	Radio	Magazine/ Newspapers
Total (16-21)	78	58	56	53
Age				
16-17 years	83	58	56	54
18-19 years	74	57	55	51
20-21 years	75	60	59	52
Race				
White	78	58	57	53
Non-White	78	58	46	48
Education Status				
HS Student	85	60	57	56
College Student	79	63	59	52
Non-Student	67	52	53	49
City Size				
Large Metropolitan	76	59	57	49
Small Metropolitan	80	56	54	53
Non-Metropolitan	78	61	57	60
Geographic Area				
Northeast	72	62	54	52
North Central	81	63	68	57
South	75	49	53	48
West	85	59	49	54

Table VIII-7

November 1971 Data

Exposure To Recruiting Information**(Major Media)**

"Other than through the mail, by what other means of communication have you been exposed to Military Recruiting information?"

Percent Reporting Exposure

	<u>Television</u>	<u>Posters</u>	<u>Radio</u>	<u>Magazine/ Newspapers</u>
Total (16-21)	74	61	47	56
Age				
16-17 years	74	60	44	55
18-19 years	72	60	46	56
20-21 years	76	65	52	55
Race				
White	74	62	47	56
Non-White	75	52	40	46
Education Status				
HS Student	75	60	44	57
College Student	79	68	55	62
Non-Student	69	58	45	49
City Size				
Large Metropolitan	70	62	47	54
Small Metropolitan	75	60	44	56
Non-Metropolitan	79	62	53	58
Geographic Area				
Northeast	74	61	41	53
North Central	71	61	49	54
South	74	60	50	56
West	77	65	45	60

Table VIII-8

June 1972 Data

**Exposure to Recruiting Information
(Major Media)**

"Other than through the mail, by what other means of
communication have you been exposed to Military Recruiting
information?"

	Percent Reporting Exposure			
	Television	Posters	Radio	Magazine/ Newspapers
Total (16-21)	73	59	42	54
Age				
16-17 years	71	51	39	53
18-19 years	75	62	44	54
20-21 years	73	65	44	57
Race				
White	73	58	42	55
Non-White	74	60	41	54
Education Status				
HS Student	72	54	39	54
College Student	82	73	52	64
Non-Student	66	54	38	48
City Size				
Large Metropolitan	73	58	40	50
Small Metropolitan	71	58	45	58
Non-Metropolitan	74	62	43	58
Geographic Area				
Northeast	61	48	34	47
North Central	74	57	41	55
South	79	65	50	59
West	75	63	42	57

MEDIA EFFECTIVENESS

In each survey, those respondents who reported exposure to each medium of recruiting information were asked whether the information influenced their enlistment decision in any way. They were also asked whether the information adequately described the opportunities for military service. Responses are shown in Table VIII-9 for the June 1972 survey.¹

Table VIII-9 **June 1972 Data**
Indices of Media Effectiveness

<u>Media</u>	<u>Percent Exposed</u>	<u>Percent Reporting Effects of Exposure</u>	
		<u>Adequate Information</u>	<u>Enlistment Influence</u>
Recruiting literature, other than by mail	20	63	11
Posters	59	55	5
Television	73	60	8
Radio	42	60	5
Magazine/newspaper	54	61	7
Recruiter in person	33	75	17
Recruiter by telephone	9	60	9

While TV enjoys the highest rate of reported exposure, the recruiter (in person) obtained the highest mention for information adequacy among those reporting exposure. The recruiter also was most cited as influencing the enlistment decision.

An additional analysis was performed to permit a comparison of the reported effectiveness of these selected media in influencing the enlistment decision. This analysis controls for differential exposure. In the June 1972 survey, TV was judged most effective, with the recruiter as second in importance. In contrast, in the November 1972 survey, in-person recruiter contact appeared more influential in enlistment. This finding held, even when the rate of media exposure was considered. The difference resulted from a slight decline in the enlistment influence of the recruiter which offsets the increase in recruiter exposure as found in the June 1972 survey.

¹ For May 1971 results, see the table on page VIII-9 of the initial report in this series. For November 1971 results, see the table on page 122 of the second report (CR-D7-72-16) in this series.

Table VIII-10 reports projected population estimates of youth influenced in their enlistment decision by each medium. In each survey, TV appears effective due to mass exposure as opposed to information adequacy. Conversely, the recruiter (in person) enjoys far less exposure but is reported to be much more adequate in conveying information than TV. This pattern was observed in the May 1971 survey, the November 1971 survey, and the June 1972 survey.

Table VIII-10

Effect of Media Exposure on Enlistment Decision

<u>Media</u>	<u>Percent of Total Population Influenced in Decision</u>		
	<u>May 71</u>	<u>Nov 71</u>	<u>June 72</u>
Recruiting literature, other than by mail	2.6	3.0	2.2
Posters	2.7	3.6	3.0
Television	5.9	5.9	5.8
Radio	3.1	2.6	2.1
Magazine/newspaper	3.8	4.0	3.8
Recruiter in person	5.9	6.8	5.6
Recruiter by telephone	.5	1.4	.8

Appendix A

SAMPLE COMPOSITION AND INTERVIEW PROCEDURES

SAMPLE DESIGN

During late May and June 1972, Gilbert Youth Research, Inc. conducted a survey of 1991 young male civilians, age 16 to 21, located throughout the United States. The findings of the study are based on a National Probability Sample of young people in three distinct groups:

- High school students
- College students
- Youth not-in-school

Each group was defined as follows:

High School Students. The high school population is defined as all persons attending high school. For purposes of this study, these youth are assumed to be living at home with their parents.

College Students. The college population is defined as consisting of all students in institutions of higher learning—both 2-year and 4-year institutions.

Non-School Youth. The non-school population consists of all persons no longer attending school full-time who live either at home with their parents or in their own homes.

Personal interviews were conducted with samples derived from a total of 100 sampling units. These units were distributed as follows: 39 units for the high school sample; 29 units for the college sample; and 32 units for the non-school sample.

The college sample was based on the utilization of three replicates of the "Master Primary Sample of Resident College Students" as designed for Gilbert Youth Research, Inc., by Dr. J. Steven Stock of Marketmath, Inc. Each replicate consists of a national sample of colleges drawn from the male college population of the United States.¹

The high school sample was selected from high schools and the non-school sample from locations subject to the constraint that, wherever possible, these sites be located in the same counties in which the selected colleges are located, or in adjacent counties.

¹ Each replication ("replicate") consists of a national cross-section of 12 establishments. An establishment is an institution of higher learning, e.g., a four-year or two-year college or university.

INTERVIEWING PROCEDURE

A total of 204 interviewers conducted the 1991 interviews obtained in the June 1972 survey. A breakdown of interviewers and interviewees follows:

<u>Interviewees</u>	<u>Interviewers</u>
506 non-school males	43 professional interviewers
578 college students	53 college juniors and seniors
<u>907 high school students</u>	<u>108 high school seniors</u>
1991 total interviews	204 interviewers

The professional interviewers were supervised by Gilbert Youth Research's field department. A faculty member at each school selected, trained, and supervised the student interviewers. The faculty member also checked the quality and accuracy of interviewer work and validated 20% of the interviews.

The High School Interviews were conducted either on the premises of the assigned high schools, or at the student's home. In the College Interviews, students were contacted in high traffic areas on campus. The majority of the Non-School Interviews were conducted in the respondent's home.

VALIDATION OF INTERVIEWS

Validation of the interviews was accomplished by the faculty members and Gilbert staff personally contacting randomly selected respondents. Approximately 20% of the school interviews were validated by faculty coordinators and an additional 20% were validated by Gilbert personnel. In the case of the non-school interviews, approximately 20% were validated by Gilbert personnel.

WEIGHTING

"Weights" were applied to the survey interviews to balance the sample for geographic region and age within school status to coincide with 1971 census data.

Appendix B

TOLERANCE LIMITS ON THE RESULTS

Each percentage in this report has an associated range for its probable true value. Thus, on each question, there is a tolerance limit of plus or minus X% associated with the results reported for the total sample, or for any demographic subgroup (e.g., the percent response to an item by 16-17 year olds only).

It is possible to compute the range for each reported value, given an established confidence desired in the estimate. A customary procedure is to require that the tolerance (or error) limit specified in each case not be exceeded in 95 out of 100 samples (i.e., if the survey were—hypothetically—performed on 100 different samples of the same population at the same time, the range of survey results for these samples would fall within that stated error range for 95 out of the 100 samples; only in five samples would results be outside the expected range).

Given this requirement the following formula may be applied to determine the tolerance limit for any finding:

$$1.96 \sqrt{\frac{pq}{N}} = X\%$$

- Where p = percent responding "for" the item;
q = percent responding "against" the item;
N = sample size (unweighted);
X% = the tolerance limit.

As shown in this formula, tolerance limits depend on the size of the sample and on the particular percents "for" or "against." To assist the reader, this formula has been applied to several key response "splits", for each of the major demographic variables presented in the report. These variables are (a) age, (b) education, (c) race, (d) city size, and (e) geographic region. The key splits are 50-50 (i.e., 50%/50%), 25%/75%, and 5%/95%. For a quick, conservative estimate, the reader may apply the stated tolerance limit value associated with the next largest split to the actual results for the relevant subgroup as presented in the report. Thus, if 40% of 16-17 year olds reply to a question in some manner, the tolerance limits on this value are approximately plus or minus 4%, using the value for the 50%/50% split as shown in the following table.¹

¹The actual value for a 40% response for this 16-17-year-old subgroup would be $\pm 3.6\%$, using the formula shown, as opposed to $\pm 3.7\%$ (4%) for a 50% response as given in the table.

TOLERANCE LIMITS FOR PRESCRIBED SPLITS OF THE DATA
(in percent)

June 1972 Data

	<u>Assumed Splits of the Data</u>			<u>Sample Size</u>
	<u>50%/50%</u>	<u>25%/75%</u>	<u>5%/95%</u>	
Total Sample	2	2	1	1,991
Age				
16-17 years	4	3	2	716
18-19 years	4	3	2	784
20-21 years	5	4	2	491
				<u>1,991</u>
Education				
High School Student	3	3	1	907
College Student	4	4	2	578
Non-Student	4	4	2	506
				<u>1,991</u>
Race				
White	2	2	1	1,824
Non-White	8	7	3	167
				<u>1,991</u>
Geographic Area				
Northeast	5	4	2	381
North Central	4	3	2	695
South	4	4	2	545
West	5	5	2	370
				<u>1,991</u>
City Size				
Large Metropolitan	3	3	1	820
Small Metropolitan	4	3	2	667
Non-Metropolitan	4	4	2	504
				<u>1,991</u>

The precision of estimates of percentages varies, depending on (a) the degree of aggregation used in producing the percentage (i.e., number of cases), and (b) the degree to which the percentage differs from 50%. The poorest precision is generally about $\pm 5\%$, at the 95% level of confidence, for a percentage of about 50% that involves no aggregation of subgroups (in some instances, precision may be poorer—up to 8%—for subgroups such as non-whites, where there are few cases). At high levels of aggregation (e.g., the entire sample), for a fairly low (or high) percent (e.g., 5% or 95%), precision is about $\pm 1\%$ to 2% at the 95% level of confidence. The precision of percentages shown in the report, thus, can be viewed as generally ranging between $\pm 1\%$ to $\pm 5\%$, with greatest precision for percentages departing appreciably from 50% and based on the total sample or a relatively large aggregation of subgroups.

It should be noted that error limit values prescribe absolute limits, not relative limits. Thus, if the reported rate for a demographic subgroup is 40%, and the tolerance limit is 5%, the reader may infer that in the population the "true value" lies between 35% and 45% ($40\% \pm 5\%$) with 95% confidence.